

10 Dallas

NOVEMBER • 1958

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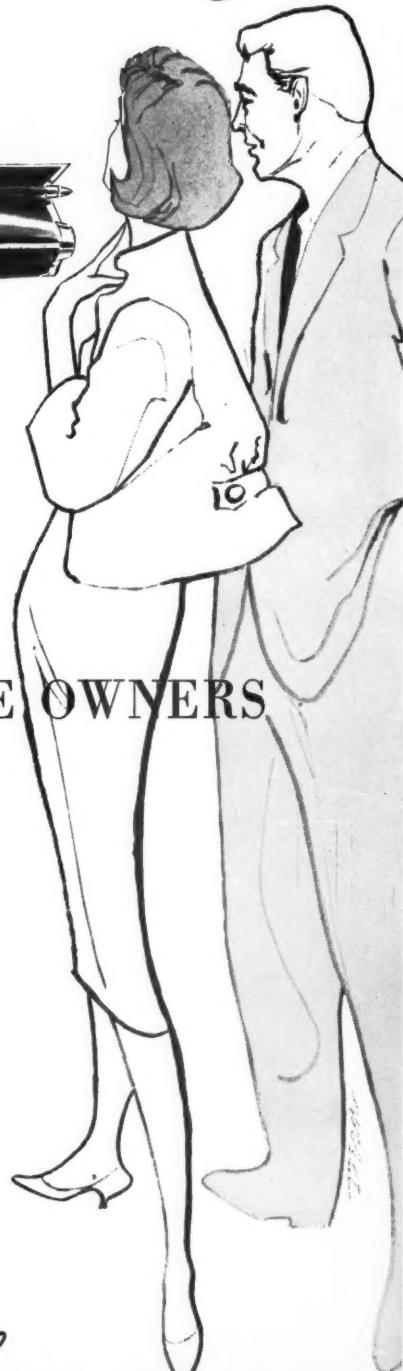
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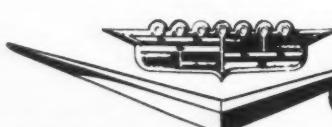
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and Engineers. Henry C. Beck Co.,
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ac'cu·ra·cy: *guided all the way, this long-range missile pinpoints distant, hard-to-hit targets*

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Dallas Pioneers



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1852 Caruth

Real Estate Investments

1869 Padgett Bros. Company

Leather Goods — Wholesale and Retail

1872 Dallas Transit Company

City Bus Transportation

1874 Bolanz & W. C. (Dub) Miller

Real Estate and Insurance

1874 Binyon-O'Keefe Warehouse Co.

"Moving, Household Goods, and Commercial Warehousing"

1878 National Bank of Commerce

Banking

1884 The Dorsey Company

Printers — Lithographers Stationers — Office Furniture

1885 Mosher Steel Company

Structural Reinforcing Steel and Machinery Repairs

1889 Austin Brothers Steel Co.

Steel for Structures of Every Kind

1892 The Egan Company

Printing, Lithographing, and Embossed Labels

1893 Fleming & Sons, Inc.

Manufacturers — Paper and Paper Products

1893 Sparkman-Brand Inc.

Morticians Originally, Loudermilk, Broussard and Miller



Established

1896 Briggs-Weaver Machinery Co.

Industrial Machinery and Supplies

1899 Seay & Hall

All Lines of Insurance

1898 Etheridge Printing Company

Printing, Lithographing, Engraving, Office Supplies

1900 John Deere Plow Company

Agricultural Implements

1900 The Murray Co. of Texas, Inc.

Carver Cotton Gin Division 1807
Boston Gear Works Division 1880
Industrial Supply Division 1907

1903 Smith's Detective Agency

Burglar Alarm, Fire Alarm Radio Patrol Service

1904 T. A. Manning & Sons

Insurance Managers Fire — Casualty

1907 A. C. Horn & Company

Commercial and Structural Sheet Metal

1908 Pure Ice & Cold Storage Co.

Cold Storage

1911 W. W. Overton & Co.

Investments

1912 Stewart Office Supply Company

Stationers — Office Outfitters

1914 Koch & Fowler and Gafe Inc.

Consulting Engineers

AUTHENTIC fashions of the 1870's are shown above, modeled by wives of officers of the National Bank of Commerce, during their 80th Anniversary Observance. The ensembles were made in Dallas and copied from an old color lithograph. This pioneer bank traces its origin back to the private banking firm of Flippin, Adoue & Lobit that opened for business in the Hughes Building at 725 Main Street in 1878 and moved to the present location of the bank in 1880. In 1891, Flippin, Adoue & Lobit bought the National Bank of Commerce, organized during the 80's, and moved the merged institution to its quarters. J. B. Adoue became president and from that time to the present only two other presidents have headed this bank. J. B. Adoue, Jr. succeeded his father as president on his death in 1924 and Miss Maurine Jacobs became president in November 1956. She is the first woman bank president in Dallas and the first to head a metropolitan bank in Texas. Deposits in this bank have grown from \$126,000 in 1892 to \$14,604,863 in September of this year. While the stockholders of the bank have been paid more than a million dollars in the form of cash dividends, they have never been called on to subscribe additional capital. In January of 1958 a 100 per cent stock dividend was declared which raised the capital stock from \$150,000 to \$300,000. Present surplus is \$350,000 and Undivided Profits and Reserves \$462,636. A unique feature of the bank has been the personality of its presidents and its stability through the years. The National Bank of Commerce has adapted its operations to serve Dallas in every decade of its growth and recently acquired additional property adjacent to its location for future expansion

Business Confidence Built on Years of Service

Old firms like old friends demonstrate their worth by dependable service through long periods of prosperity and adversity. The Dallas business pioneers listed on this page have progressed with the city they have helped to build. Their long and successful operations point up to the economic power and stability of the community. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.

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HAL DAWSON
Director, Public Relations
Chairman, Editorial Board

KATHERINE GAINES
Editor

THOMAS J. McHALE
Advertising Manager

LOUISE TATE
Advertising Assistant

ON THE COVER: The talents of many — Artist Bud Biggs, Photographer Ed Miley, and the staff at Wilson Engravers — combined with the "Made in Dallas" labels to produce this month's cover, symbolic of the growing importance of Dallas as a fashion capital.

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Dallas

VOLUME 37

NUMBER 11

NOVEMBER 1958

ESTABLISHED IN 1922

BY THE DALLAS CHAMBER OF COMMERCE IN THE INTEREST OF DALLAS AND THE SOUTHWEST

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YOUR ATTORNEY KNOWS

That His Advice Must "Merit the Approval of All Just Men"

Our Government at every level, the stability of our courts, and our own rights as individuals, rest upon our confidence in the integrity, justice, impartiality and efficiency of the legal profession, whose Canons of Professional Ethics are founded on the words: duty, rights, candor and fairness.

Your attorney's entire professional training is aimed at rooting his every concept in these words.

Although usually unaware of it, you are in contact with the Law every day of your life. At every important point in your life, your security depends on whether a given

decision is within the Law. In most instances, only your Attorney knows.

You are wise to seek his advice, and you may safely rely upon it because of his knowledge, and because a sense of justice is deeply ingrained in his thinking. He respects the Law.

He respects your rights and the rights of others; and he respects duty, particularly his own duty as a member of an honored and honorable profession.

In offering you counsel, he is deeply conscious that his words must "merit the approval of all just men."



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DALE MILLER'S

WASHINGTON

REPORT

The Dimensions of Victory



Ever since the elections on November 4th this politically sensitive city of Washington has been abnormally quiet. It has not been the quiet of serenity or lassitude, which often develops in the wake of a turbulent campaign, but rather a quiet induced by concern, and even anxiety, for the future. Each passing day has brought more sharply into focus the almost awesome dimensions of the Democratic sweep across the nation, and no one here has any illusions now as to what it portends for the months and years immediately ahead. The new Congress convening on January 7th will be dominated by one political party to an extent unprecedented since the early years of the New Deal, and those here in Washington to whom that tumultuous era is still a vivid memory are fully aware of the storm that is gathering today, ready and waiting to break over Capitol Hill.

Subject to possible recounts in one or two close races — and subject, too, to the outcome of the Alaska election later this month, the results of which will be known by the time this page appears in print — the Senate membership will change from its present lineup of 49 Democrats and 47 Republicans to 62 Democrats and 34 Republicans; and the House membership will change from its present lineup of 235 Democrats and 200 Republicans to 283 Democrats and 152 Republicans. More than these statistics themselves suggest, the extent and significance of the Democratic landslide can be illustrated by the fact that, in the Senate, not a single Democratic seat was lost to the Republicans, while the Democrats captured 13 of the 21 Republican seats which were at stake in the election; and, in the House, only one of 235 Democratic seats was lost to a Republican (and that involved a harassed Congresswoman whose marital problems, rather than any prowess of her Republican adversary, contributed to her defeat), while the Democ-

rats seized 48 of the 200 Republican seats.

Though the Democratic victory was no doubt inevitable (and rarely has any election been so accurately predicted in advance by the political experts and the polls), it is worth repeating that perhaps never before was a political party so severely handicapped at the outset as were the Republicans in this year's campaign. On this page last month it was reported that three important political factors, all unrelated to specific candidates or issues, made Republican losses inescapable. One was that an unprecedentedly large number of Republican Senators and Representatives had announced their retirement from Congress, thus depriving their party of strength and leadership in many vital areas and weakening their chances of retaining traditional seats. Another was that, inasmuch as only a third of the Senate membership is up for reelection every two years, a caprice of political fortune caused only 11 Democratic seats to come up this time, as against 21 Republican seats, thus virtually doubling the risk that the Republicans were compelled to assume. And the third was the political phenomenon that in off-presidential years — that is, the biennia when the presidency is not at stake — the political party which controls the presidency almost invariably loses a considerable number of Congressional seats.

These political factors imposed a heavy burden on the Republican party even before the campaign began, and the GOP leadership may derive some comfort from the supposition that their losses might at least have been mitigated if those unavoidable misfortunes had not been suffered. But the extent to which the Republicans might have fared better under more favorable circumstances is debatable at best, since evidence abounds that the Democratic juggernaut would probably have proved irresistible in any case.

The quiet that has settled over Washington since the election is somewhat difficult to explain, not with respect to the Republicans, to be sure, but with respect to the Democrats, who have been curiously reticent to manifest any particular elation. Why this should be the case is doubtless attributable, at least in part, to an awareness of the grave responsibilities which are bequeathed by such a victory. But the explanation probably goes even deeper than that. It may seem odd to suggest it, but it could very well be true that the Democrats are disturbed by the proportions of their triumph. The hunger of politics is generally thought to be insatiable, but I strongly suspect that in this particular instance the responsible leadership of the Democratic Party has been served a larger piece of political pie than its appetite craved.

Any such suggestion would doubtless be repudiated by our Democratic leaders, since it would be unthinkable to convey to the electorate any impression other than utter satisfaction as to its judgment at the polls, but the conviction remains that they would likely have been happier with something less than what they received. Any political leader wants enough of an edge to have a "working" majority, to be sure, but when the two parties are reasonably close in numerical strength in Congress it is less difficult for the leaders of each to

Danger on the left: A responsible Democratic leadership confronts a stern test in the new Congress.

achieve discipline and conformity among their respective members, and thus restrain the extremists and demagogues. Top-heavy majorities can become unmanageable.

The astuteness and political skill of the two Texans who lead their party in the House and Senate will be tested in the new Congress as perhaps never before in their political experience. They moved promptly after the election to announce a broad legislative program for the next session, and while its provisions may seem somewhat immoderate to the conservatives, I have little doubt that the responsible elements of both parties will ultimately have reason to hope that their views can be made to prevail. The alternative is extremism, and the danger of its ascendancy is real indeed.



Ten Sound Reasons Spell More Markets for Dallas

**No economic accident,
Unique factors bring
Dallas market success**

With all of the expansion underway in Dallas today, it is easy to overlook one of the most important aspects — Dallas' rapidly expanding market complex.

Growing from year to year, with little cumulative evaluation, Dallas' trade shows and markets suddenly loom as a rising giant on the city's economic horizon.

To the typical Dallasite, offing downtown, awareness of the giant has so far been confined to surprise at sudden fluxes of mid-city traffic, suddenly packed hotels, restaurants, and the sight of new banners which herald: "Welcome, Buyers . . ."

In dollars and cents, these signs of market activity are important to Dallas. The fact is that one in nearly every two and one-quarter days is a market day. Nineteen fifty-eight's calendar will show 35 important market and trade shows which selected Dallas' location and facilities for the best of business reasons. A total of 163 days will have earned the title "Market Day," and already booked for 1959 are more.

\$10,000,000 Dollars Spent

This year over 68,200 buyers came to Dallas. While here they spent over ten million dollars in hotel, restaurant and commodity services. Bear in mind that those figures, based on a per-day spending pattern established by the International Association of Convention Bureaus, touch only the buyer-attendance records. Expenses of exhibitors for show room space and business necessities, which run considerably higher, are not included.

In-Dallas spending alone, however, does not tell the full story of the importance these markets hold for Dallas. For example, a study of where the buyers come from has bearing on the basic drawing power of the city itself.

A detailed survey, conducted by the Research Department of the Dallas Chamber of Commerce, gives an impor-



MAJOR BUILDINGS
on the State Fair of Texas grounds hold many yearly trade shows.

AT THE DALLAS MERCHANDISE Mart, (above) buyers can relax as they select items from hundreds of National lines.

ONE OF MANY services provided by the Merchandise Mart for buyers is a bus to and from hotels.

SPACE in Dallas' major hotels (below) becomes temporary showrooms for markets.



tant and somewhat surprising insight into that drawing power. The survey, which accomplishes a break-down by state, of buyers for six top markets within the past year, reveals attendance from 39 states. (The study covered latest actual attendance records of two Gift Shows, two Fashion Markets and two Furniture Markets.)

Total attendance for the six shows was 19,486, with the furniture markets bringing the largest total; gifts, second; and fashions third.

Naturally, the largest number of registrations for all shows were from Texas.

market of the greater Southwest. Today, Dallas can lay definite claim to being the third largest market city in the United States in the apparel, gift and furniture fields. High among the nation's six biggest market centers, the Dallas market is definitely growing.

Important in this growth for Dallas is the fact that once established, a market tends to become rooted — a recurring event, which does not depend on the whim of varying geographical location every year, a consideration in convention planning. In fact, the establishment of a market which takes place in the same city

year after year is a distinct advantage, for permanent markets tend to draw more and more buyers and exhibitors, simply because they are established and attendance can be scheduled far in advance. Even now market seasons are scheduled with Dallas hotels five years in advance.

Dallas Draws Markets

Just what are the factors that have stimulated Dallas' tremendous market growth in the past eight years?

From the buyer's standpoint there are these factors: he can buy nearer home, at less expense; he buys more often, keeps lower inventories, needs less capital and can increase his turnover and profits. In Dallas, he finds a market whose merchandise is geared to the needs and tastes of the region; i.e., goods designed for his own customers. And, finally, as Dallas grows bigger, it offers a more diversified market, drawing lines from a broader and broader territory. The retail store buyer finds more and more to choose from.

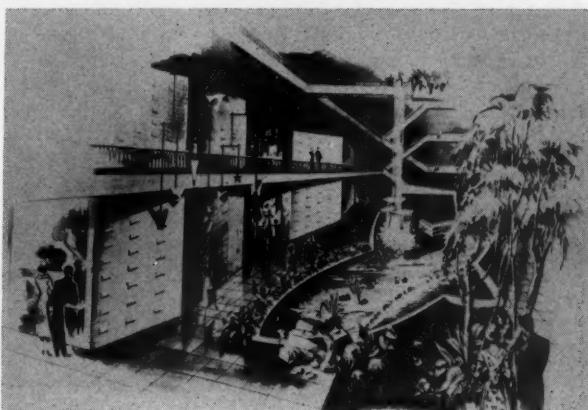
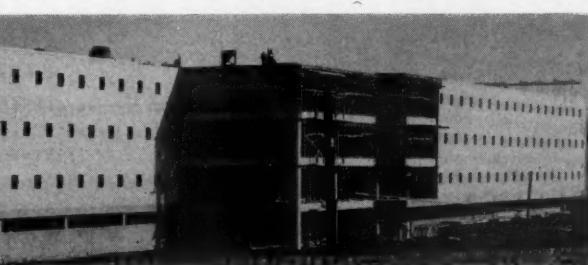
From the exhibitor's viewpoint, those who help establish markets look for at least three pre-requisites: purchasing power, transportation and housing.

Twenty million people spend \$25 billion a year in the six-state area of Texas, New Mexico, Oklahoma, Louisiana and Mississippi. Dallas is the crossroads of this marketing area, and exhibitors are aware that no other city in the South offers such a wealth of concentrated buying power.

Dallas is served by unsurpassed air, rail and highway facilities. The new multi-million dollar Dallas Love Field Terminal is only 6 miles from the center of town. New air routes are being added to better serve both buyer and exhibitor.

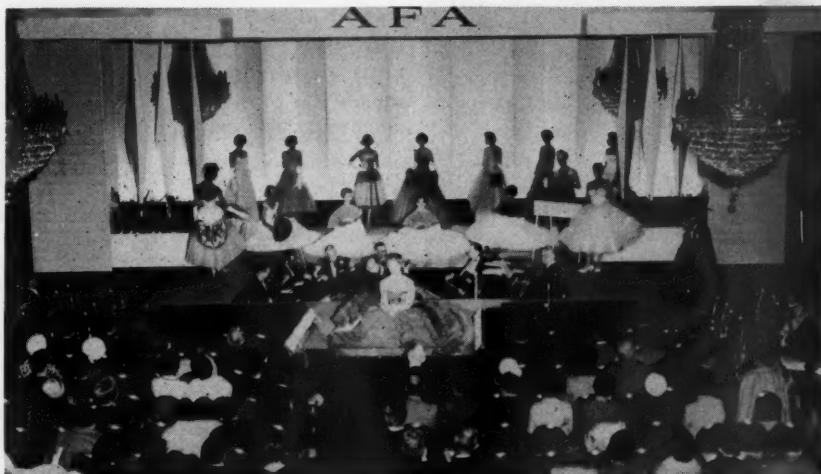
THE \$18,000,000, 20-acre Trade Mart will be completed in February.

A HUGE PATIO, right, will run the length of the Trade Mart.



Next, in order of buyer-registrants were: Oklahoma, Louisiana, Arkansas, Kansas, New Mexico, Mississippi, and Missouri. Large registrations were also recorded from Tennessee, Alabama, Colorado, California and Arizona. And, geographically speaking, we cannot help being mildly surprised at healthy registrations from such states as New York, Ohio, South Carolina, West Virginia, Florida, Georgia, Washington, Wisconsin and Wyoming. There were also visitors from Mexico for two of these markets.

The breakdown brings one point strongly into focus. Registrations which lie outside our own primary, secondary and even tertiary wholesale markets, mean that Dallas is outgrowing the strict designation "regional." Dallas can no longer be considered simply a Texas market, or a Central Southwest market or even the



THE AMERICAN FASHION Association gives a clinic for buyers at each Market. There buyers see current lines, and get merchandising and window display suggestions at no charge.

Rail lines spring from Dallas like the spokes from the hub of a wheel. Super expressways bring truck and car traffic from all parts of the Southwest to Dallas. No other Southern city is so well served with transportation.

Dallas hotel and motel facilities are unequalled in the South. Already they far outstrip such cities as Houston, New Orleans, San Antonio, Oklahoma City, Fort Worth and Tulsa. With the opening of the Sheraton Dallas Hotel in 1959 an additional 600 rooms will be added.

To these advantages may be added the major *plus* of tremendous exhibit space facilities for both permanent and temporary displays.

Dallas' Great Exhibit Space

Markets and trade shows are held each year in the huge buildings at the State Fair of Texas, in Dallas' new \$8,000,000 Memorial Auditorium (with 100,000 square feet of exhibit hall space), in the city's major hotels, in the huge downtown Dallas Merchandise Mart, in the Decorative Center and, most recently, in the Homefurnishings Mart.

By February, 1959, these thousands of square feet of display space will be augmented by the completion of the \$18,000,000, 20-acre Trade Mart in Trinity Industrial District.

Exhibit space at the State Fair of Texas is leased on a temporary basis to trade and business shows. Among the largest is the biannual Southwest Furniture Market which utilizes space in three Fairgrounds buildings, the Women's, Electric and Varied Industries buildings. Also used at various times throughout the year are the Agriculture, Automobile and General Exhibits buildings.

Running concurrently with the Southwest Furniture Market is the Homefurnishings Market, established with the opening of the Homefurnishings Mart building in Trinity Industrial District in July 1957. This single Mart, built expressly to house permanent closed showrooms for the furniture trade, is now attracting some 6,500 buyers from 23 states to each market season.

Next to it on Stemmons Expressway is the soon-to-be completed Trade Mart which will house some 1,500 showrooms and exhibits of varying sizes, planned to serve as a wholesale market place for all items used in the home except food and clothing.

These two market buildings, plus the Decorative Center which serves professional interior decorators only, are part of a proposed Master Market Center. Future plans include the building of a



DALLAS DECORATORS find inspiration, buys at the Decorative Center (above), which features bright artistic showrooms, as illustrated below.

500 to 700 room motel and, later, a Trade Show Arena for temporary exhibitions.

Mid-Town Markets

Major exhibitors in the downtown hotels are members of the two principle gift show associations (Dallas and Allied), and the American Fashion Association.

Week-long women's apparel and children's showings (the Greater Dallas Fashion Market) are held four times a year and represent one of the top three attendance-makers for all Dallas markets. Manufacturers agents who belong to the American Fashion Association show in temporary space at the Adolphus and Baker hotels. Organized in 1939, the group's 300 members represent women's apparel manufacturers whose firms are located all over the United States.



MEMORIAL AUDITORIUM offers 100,000 square feet of air-conditioned exhibit space.



Also exhibiting at the same time is the association, National Fashion Exhibitors of America, which shows in the Dallas Merchandise Mart in the center of town. National Fashion, which has just celebrated its fifth year in Dallas, moved to the Mart from Fort Worth and in a few years has grown so that it now represents the largest permanent showroom market of women's and children's apparel and accessories under one roof in the United States. National occupies part of the fifth

and all of the 6th, 7th and 8th floors of the Mart, a total of approximately 245,000 square feet of floor space.

The entire Merchandise Mart contains about 670,000 square feet, or 15½ acres of floor space, and houses over 650 tenants. These tenants display wholesale lines representing 27 major categories of merchandise, which include, textiles, gift, and men's wear.

The Southwestern Men's Apparel Club holds three markets a year, drawing about

1500 buyers and between 380 and 450 exhibitors per market. The representatives show national men's and boy's wear lines in the Statler, Adolphus and Baker hotels.

A few of the members have permanent show rooms in the Merchandise Mart and seven or eight maintain district offices there. In operation over 17 years, the Men's apparel market regularly draws buyers from Texas, Oklahoma, Mississippi, and Mexico.

Major Gift Shows

Two major gift shows are held in Dallas each year by members of the Dallas Gift Show and Allied Exhibitors, Inc. In the past year these gift shows have brought in the second largest number of buyers for all markets. Probably the oldest established market in Dallas, the Dallas Gift Show in February will be the organiza-

the largest stationery section outside the New York Gift market, and place Dallas second only to New York in buyer attendance.

Jewelry lines dominate the Allied Gift and Jewelry Shows which draw large crowds for both the spring and fall markets. In connection with the Dallas show, the August edition of "National Jeweler" credits Allied members with such statements as these:

"We do attend other shows, but we do most of our buying in Dallas . . .," and "we find it most helpful to concentrate our buying in one city during a one-week period."

These remarks, coupled with the addition of more markets and trade shows each year, point to a tremendous market future for Dallas. Besides the big shows, perennials include the Southwest Cur-



SHOWROOMS at the Homefurnishings Mart are unusually large, well-decorated.



PARKING for 6000 cars (left) is a convenience provided by the Homefurnishings Mart.

tion's 45th market. Between 4000 and 6000 buyers a year attend the two shows, in February and September, coming from 28 states and as many as five foreign countries. At the last market Mexico was represented from Monterrey to Guadalajara and buyers signed in from Hawaii, Egypt and Australia.

The group's 350 exhibiting members show in the Baker, Dallas Merchandise Mart, and Dallas Memorial Auditorium. Officials of the Dallas Gift Show claim

tain, Drapery and Upholstery Market, the Fabric and Trimmings Market, Southwest Shoe Travelers, National Association of Variety Stores, Southwest Tackle Market, Southwest Athletic Goods, and many others.

Already a great market center, Dallas' snowball is working again. And, as with so many other parts of the city's growth, a happy situation exists. Once again, both Dallas and those who come to Dallas can see mutual benefits in the years ahead.

BRIGHT...
for a little while

The firefly—how brightly it glows. But poof, and quickly it's gone.

How many advertising "experts" have you known who have come and gone the same way.

Creative performance which earns its salt and justifies its keep usually results from depth of ability and understanding. To grow such talent requires more time than the life of a firefly.

To help build business—from the ground up—requires talent, real talent. And this organization has a lot of it!

Ask for booklet of 100 ways we can serve you!

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8800 HARRY HINES, DALLAS
Dedicated to progress through better advertising, marketing, merchandising, and public relations services.
member
AMERICAN ASSOCIATION OF ADVERTISING AGENCIES

Behind the Dallas Label:

A Modern, Ambitious Industry

by Al Altwegg

What might be called the "hidden industry" of Dallas is one that provides the city with an annual payroll totaling \$30 million.

It's a manufacturing industry, and yet thousands of persons daily walk by many of its plants in the heart of Dallas without any awareness of the creative and productive work going on within those anonymous walls.

Frequently, the only sign that distinguishes one of its plants is a small plaque giving the name of the firm within and its street address.

Perhaps that is why so many of the proud people of Dallas fail to realize precisely the important role played by its garment industry.

But dig a little and you find the facts bear out the contention of industry leaders that their industry is big and important to Dallas.

Not only does it provide employment for roughly 9,000 persons, some 6,500 of them women, but its wider significance lies in the wide way it spreads the name and fame of Dallas around the nation and around the world.

The latest official figures which give some idea of the magnitude of the job done by the Dallas garment industry come from the 1954 Census of Manufacturers.

That showed that there were 192 firms in the Dallas Metropolitan Area in the two categories, Textile Mill Products and Apparel & Related Products.

Those firms added \$43,083,000 in value annually through their manufacturing processes.

Industry spokesmen calculate from that that the annual sales volume of such mer-

chandise runs to a whopping \$121 million, with a consequent grand total in retail selling value of \$200 millions.

Since 1954, no official census has been taken, but the number of firms engaged in such work has risen from 192 to 201. It is to be presumed that at least a comparable rise in "value added by manufacture" has taken place.

Another factor in the industry's importance to the Dallas community is the money the industry brings into the area, as Herbert Wincorn likes to point out.

Wincorn is president this year of the Dallas Fashion Manufacturers Association.

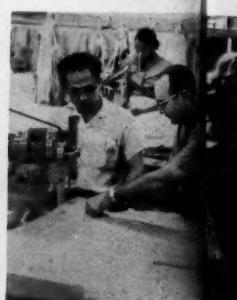
"Approximately 70 per cent of our income is derived from outside the State of Texas," Wincorn says, "and all of it is spent in Dallas except that invested in raw materials not available locally.

"It's the bringing in of this new capital and the local investment of it that makes our manufacturing industry a civic builder."

Wincorn adds that the money the garment industry brings to Dallas then spreads out all over the community into everything from insurance, real estate, paper and printing, utilities, banks, and office machinery to hotels, restaurants, entertainment spots, shipping, transportation, and communications.

In terms of employees, the garment industry is the third largest manufacturing industry in Dallas County. And it provides more employment for women than any other field of manufacturing.

Not only that, but the influence of the Dallas garment industry spreads out beyond the borders of Dallas County in a way that the figures do not show and



PORIA MOORE and Lorche Folz (Top) check fabric stock at Lorch Mfg.

AUTOMATIC conveyor (center) moves Lorch garments to shipping room.



EDWARD CUPAIOLI (left) head of Miller-Cupaioli designing staff, drapes a pattern. Pattern makers Mario d'Orsaneo and V. Davitian translate designs into flat patterns.

DONOVAN-GALVANI fashion, (bottom left) is worn by model as designers Peggy Spies and Marguerite Gollet review details with Al Galvani, president.

SUPERVISING intricacies of cutting blouses (bottom right) is Irving Lambert, right, as Edward Cabrera and Lorene DuBose look on.

helps provide industrial employment in a number of communities in nearby counties.

For Dallas-based firms have, in a number of instances, decentralized their production and established outlying plants. The Dallas headquarters of such companies provide the capital, management know-how, and sales and marketing services; the residents of those outlying communities get the jobs and benefit from the payrolls.

By all the statistics, Dallas claims to have the largest garment industry in all the Southwest.

But it is not by statistics alone that the Dallas garment industry shows its importance. In fact, the statistics of the industry, impressive as they may be, hardly do justice to the industry as a segment of the Dallas economy.

They fail, for instance, to give any indication of the wide way in which the industry and its various firms spread the good name of Dallas around the world.

Dallas-made products, with the Dallas name on their labels, find their way into an estimated 25,000 stores all over America and in a number of foreign lands.

Dallas has shipped garments outside the U.S. borders, not just to Canada, Alaska, Hawaii, and Central and South America, but even as far away as remote Hong Kong.

Dallas ships garments of virtually every kind, from uniforms to men's slacks and hats to children's wear to women's fash-

The organization of Dallas women's apparel manufacturers has been through a number of changes through the years. Today it even has taken over publication of the Dallas Fashion & Sportswear magazine to help promote the look and name of Dallas fashions.

The organization now is called the Dallas Fashion Manufacturers' Association Center, with Mack J. McKee as its administrator and publisher of the magazine and Velma McKee (managing director of the Fashion Association Center from November 1957 to October 1958) as current editor of the magazine and executive assistant of the Center.

The manufacturers' organization also continues a National Press Week each March. Started in 1950 by Mrs. Alma Cunningham, it invites fashion editors of more than 200 newspapers to attend showings in Dallas. One-day showings for Texas and regional fashion editors will also precede the May and October markets.

All of which would make it seem that the Dallas garment industry has come a long way from its small beginning, to find its place in the fashion sun.

But that does not mean that it is without its problems today.

In common with manufacturing industries all over the nation, the Dallas garment industry has found itself confronted in recent years with a serious lack of skilled workers.

The industry believes that it offers employment with an appeal, providing a

place for the worker with skill it offers profit-sharing, insurance, and hospitalization plans.

But to earn the job-security available, workers need developed skills in the garment industry just as they do in any other field of employment.

The industry is working with the Dallas Vocational School attempting to establish a program to train skilled workers. And meanwhile many firms are offering on-the-job training through a "learner's plan."

But the problem remains acute for the industry.

"There are still those people who instantly think of 'sweat shops' when we mention an apparel factory," says Wincorn.

"If they could but see the bright, clean factories we maintain here, they would indeed realize that a new era has opened up in the garment industry in our city."

And by the same token, if more people could see the humming plants that, in the heart of Dallas, are turning out a major share of the fashions and garments of the nation, the garment industry could no longer be called by anyone the "hidden industry" of Dallas.

WELL-LIGHTED, air-conditioned factories prevail in Dallas.

POWER MACHINES hum at Brogan-Jennings, below, as Audry Curtis, floor-lady, and Chester Brantley observe Ollie May Garner at work.



IN MARCY LEE'S shipping room Peggy Braziar packs garments as Helen Watson checks shipping order.



MODERN pressing room facilities at Herman-Marcus are illustrated by Jack Ginsberg, production manager.

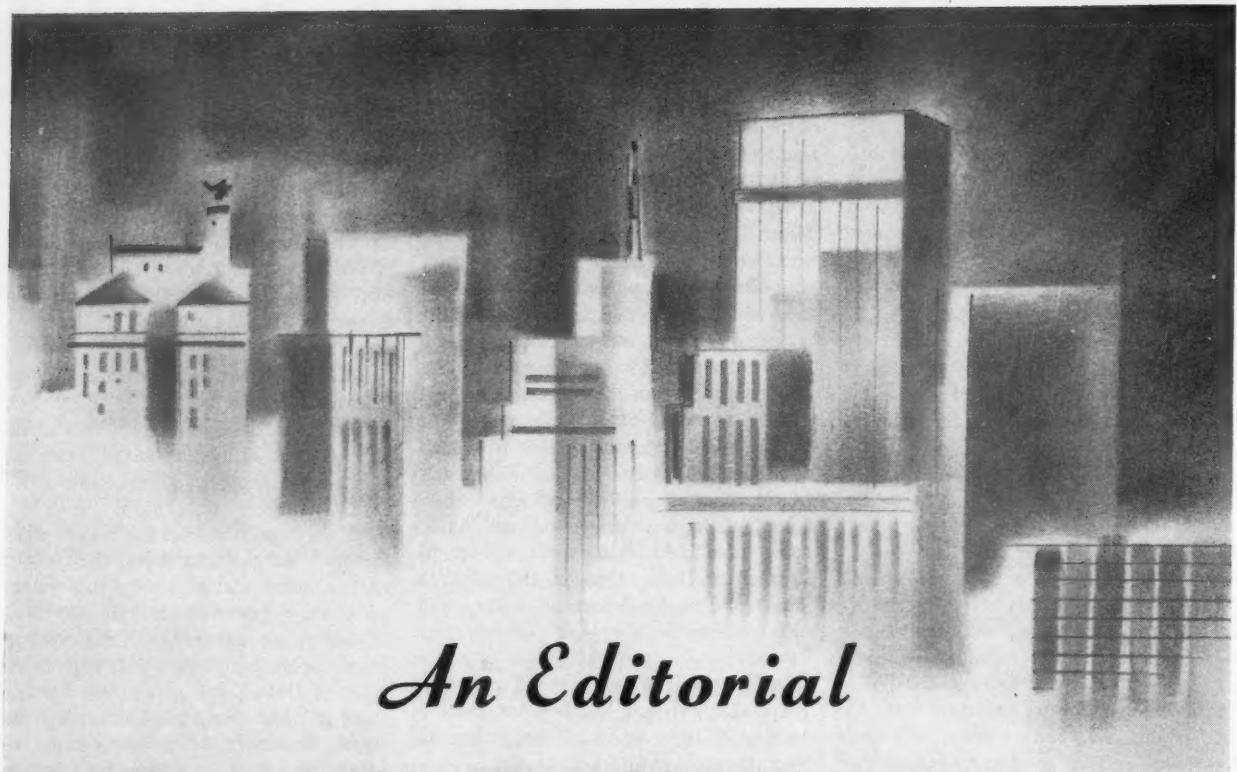


ions of every type from casual sportswear to formals. In all those fields, Dallas brand-names are "buy"-words known to clothing buyers in hamlet and metropolis alike.

But above all in the area of women's fashions has Dallas made its biggest mark. As a fashion market, Dallas now stands third in the nation, pushing hard on the heels of New York and California.

place where women in particular can find suitable jobs in numbers not equalled by any other industry. And especially women past middle age can find a spot for themselves, with a number of alert women in their 70's still full-scale employees in some Dallas plants.

The garment industry in Dallas also offers clean, well-lit, air-conditioned factories in which to work, and to com-



An Editorial

On December 2, the taxpayers of Dallas will have the opportunity to authorize with their ballots the future progress of Dallas. The question becomes that simple.

Dallas is growing today at a tremendous rate. From all indications this growth will continue for many years to come; indeed, it is to the advantage of all of us that we do continue to grow, creating more jobs, more business, more opportunities.

With growth come problems. It is some of these problems that Dallas taxpayers will be able to solve by their vote for the proposed capital improvements program on December 2.

Included in the program are \$31.2 million in general obligation bonds to be retired by tax revenue. Water and sanitary sewer projects, totalling \$20.6 million will be financed with revenue bonds to be retired with income from the Water Department.

Funds for this program will be spent over a three-year period beginning in March, 1959.

The program includes \$22 million for streets, \$4.4 million for storm sewers and bridges, \$2.9 million for park improvements, \$1 million for libraries, \$900,000 for fire stations, \$5.6 million for sanitary sewers and \$15 million for water works improvements.

This is probably the soundest capital improvements program that has ever been presented to the voters of Dallas. It is the largest program in the city's history, but it includes only ONE-FIFTH the cost of all desirable projects necessitated by the tremendous expansion of Dallas.

The Capital Improvements Board studied and approved more than \$250 million in projects over the past six months, but they included in the proposed program only those they considered vital to the orderly growth of Dallas.

This vital nature of the program makes it even more essential that it be approved by the voters.

Study this program! It contains no frills, no mere frosting on the cake. There are solid projects — streets, water mains, sewers, fire stations. We must have them for Dallas to maintain its position as the foremost city of the Southwest.

This program has been approved unanimously by all civic groups to which it has been presented. Their support is welcomed, but it is YOU, the men and women of Dallas, who must go to the polls and decide whether our city will maintain its orderly growth.

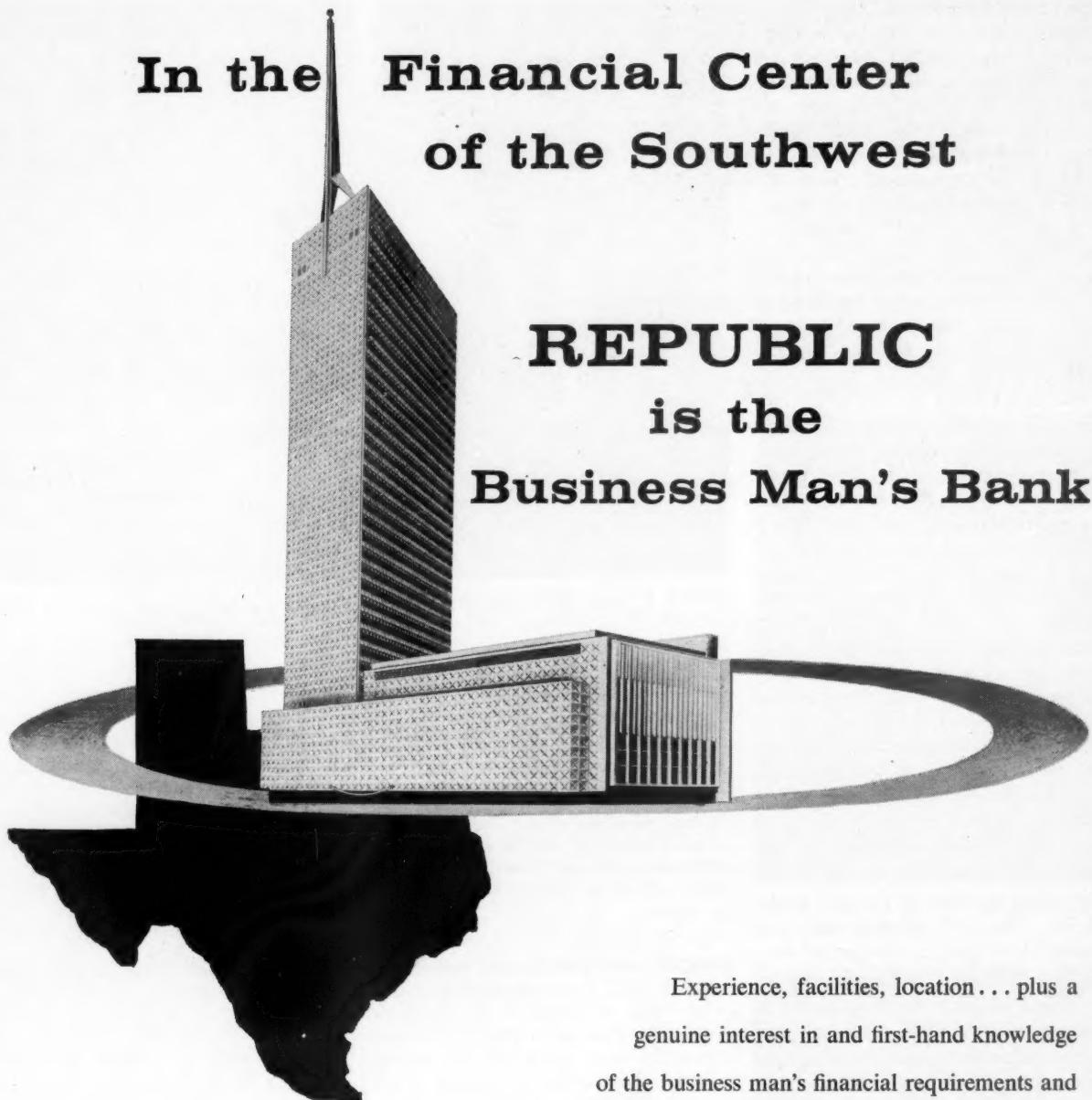
The future is in your hands.

J. Erik Jonsson

DALLAS • NOVEMBER, 1958

In the Financial Center
of the Southwest

REPUBLIC
is the
Business Man's Bank



CAPITAL FUNDS

OVER
\$90,000,000
LARGEST
IN THE SOUTH

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION



REPUBLIC
National **BANK** of Dallas

ADDED STRENGTH YOU CAN BANK ON

The Kroger Company of Cincinnati is a Dallasite now — and proud of it, they are quick to admit. In fact, this 75-year-old retailing giant is full of what might be termed "Texas Pride" over their recent merger with the successful Wyatt grocery chain of Dallas.

Kroger's genial president, Joseph B. Hall, was generous in his compliments of the Wyatt Company and of the Dallas area. "Wyatt's is an excellent organization with a top-notch management team, fine physical plants and a tremendous future," he said. "We are proud to have been chosen to become a partner in their operation.

"The Dallas Area? It's one of the nation's most booming. We see a great future for it and consider ourselves fortunate to have a part in its future growth."

And the Kroger Company has definite plans for this growth. Mr. Hall pointed out that his company is "already looking ahead to establishing manufacturing in the Southwest, maybe the Dallas Area itself."

More specifically, Wyatt's will continue with its current plans for a modern distribution center on a 60-acre tract in Irving on State Highway 183. Kroger officials noted that the new center would not occupy the entire tract and that this additional area would be available for possible manufacturing facilities.

What are Kroger's immediate plans for Dallas? "It's simply to let the fine Wyatt organization continue to do their excellent job," Mr. Hall will tell you. "We certainly don't plan to 'Krogerize' Wyatt's; in fact, we aren't even going to try." Wyatt's will continue its current plans for expansion of their stores, including several new stores to be built. "We certainly can claim no credit here for this expansion," Mr. Hall said. "We are just letting Wyatt's go ahead with what they had already planned to do." Kroger officials pointed out that they have strict requirements for new store locations, and that they apply a number of "yardsticks" to an area before they will consider constructing a store there. They applied these "yardsticks" to the proposed Wyatt locations and found they met every requirement.

Also considered a definite possibility for this area is expansion of Wyatt's into new cities where no stores are located now, in addition to the expansion in Dallas, Fort Worth and other cities where Wyatt's is currently operating.

Will the name of the current 38 Wyatt Food Stores and six Evans Food Marts —



JOSEPH B. HALL, president of the Kroger Company poses in front of a new store.

DALLAS Visits

THE KROGER COMPANY

As new members of the Dallas Chamber of Commerce, Kroger Company officials received DALLAS and were immediately impressed. They wanted their story told in the magazine and arranged for Hal Dawson to visit with their president, Joseph Hall, and other officials in Cincinnati as well as to tour their facilities. This is his report.

KROGER serves a huge area, from the Great Lakes to the Gulf, in red on map below.





THE KROGER store at Dillonvale, Cincinnati, Ohio, contains the first U.S. installation of "air curtain" doors.

in addition to that of future stores — be changed to Kroger? "Probably not" is the answer given by all Kroger officials. Several of them admit privately that they consider changing the name of a successful organization a definite mistake.

First appearance of the famous name "Kroger" in the Dallas area will probably come with the appearance of some Kroger label products on the shelves of Wyatt stores. A large number of food and allied products are manufactured at the company's general factory in Cincinnati as well as in other locations throughout the area. Decision on whether and when these products will appear and in what quantity will be made by the local officials of Wyatt and Evans.

The policy of allowing local officials virtually complete freedom of operation is one that Mr. Hall has championed for years at Kroger. He has decentralized management, shifting as much decision-making as possible down to the level of the individual store. Authority for nearly all decisions has been transferred from the central office to the 27 operating divisions, which stretch throughout mid-America, from Houston to Madison, Wisconsin, and from Kansas City to Pittsburgh.

Another Kroger policy that is sure to fit into its Dallas operations is that of being a good "civic citizen." Not only does the company encourage its employees to take part in civic and charitable enterprises, but Kroger itself gives in the neighborhood of half a million dollars a year in support of these enterprises. "We certainly try to recognize the responsibility business today owes the communities in which it operates," Mr. Hall said. He pointed out that the company makes annual "good citizenship"

GEORGE GARNATZ, director of the Kroger Food Foundation, tests riboflavin content of flour samples.

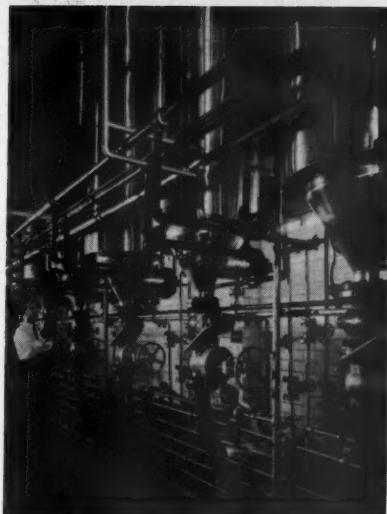
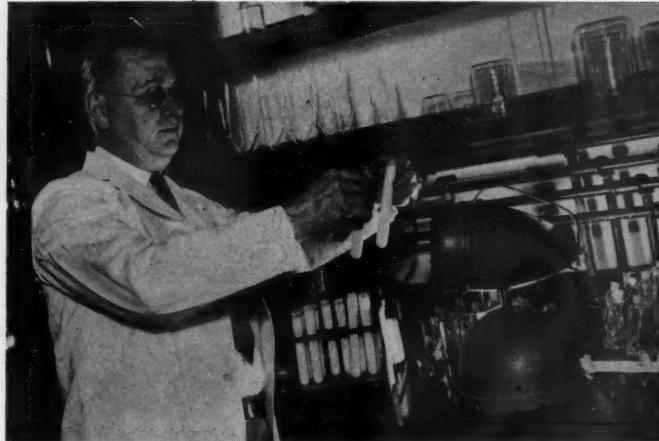
awards to store managers who do outstanding work in activities typical of this civic citizenship.

Kroger has also taken an active part in youth activities, especially with agriculture and home economics scholarships at land-grant colleges. In 1958, the Kroger Company provided 101 college scholarships for first-year students in agriculture and home economics. They were offered at land-grant colleges of 19 Midwestern and Southern States in which the company operates, as well as California and Florida, where Kroger produce procurement offices are located. In Texas, two scholarships were offered at Texas A&M College.

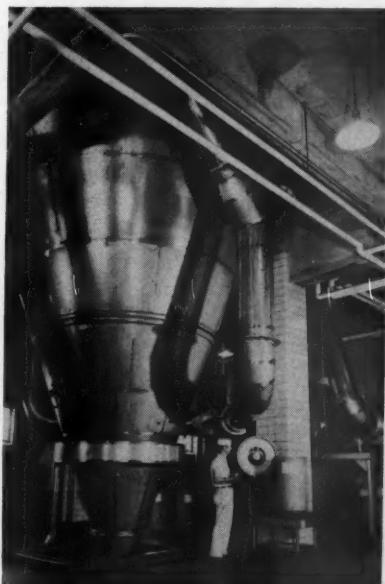
Kroger also provides financial support for various state associations of independent colleges. Science awards to high schools and teaching aids for home economics and vocational agriculture instructors are additional ways in which Kroger indicates its interest in the progress of youth and American education.

For a number of years, Kroger has emphasized customer relations throughout its company area. This includes store tours for 4-H clubs, church groups, home economics classes and similar organizations; films which are made available to these groups; special speakers, and other materials from the Kroger Consumer Information Service which help students and homemakers learn more about food distribution.

"Quality merchandise at a reasonable price" is the Kroger claim for their manufactured products. Insuring the quality of all Kroger products is a unique organization, the Kroger Food Foundation. Here, 25 food experts work constantly to bring better foods at lower costs to the



GIANT "percolators" at the new Kroger Instant Coffee Plant.



THE DRYING TOWER at Kroger's Instant Coffee Plant in Cincinnati.

American homemaker. Four laboratories and a home economics department run nearly 3 million tests each year on products that bear the Kroger label and other products sold in Kroger stores. In addition, the laboratories conduct research on special problems, many of them concerning new or improved products being developed through research.

Laboratory research is closely coordinated with home economics studies of what the homemaker needs and likes. Practical kitchen tests supplement all stages of study in development of a produce, with final tests made under conditions similar to those in the average home.

An imposing array of gadgets — many of them developed by Kroger scientists — helps in the Foundation's mammoth task of testing these products. There is a machine to test the bite-resistance of a jelly bean, the crumbs-potential of a cookie or the tenderness of a steak.

Before any shipment of Kroger products is allowed to leave the factory, samples of it must have gone through the proper Foundation laboratory and been approved by the Kroger scientists. And passing their stiff tests is no easy matter. There is no quick way out. Either the product measures up to the rigid standards set by the Foundation or it does not go on the store shelves.

When scientists have put the Kroger foods through their tests, it's time for the home economics department to test and taste the foods under actual home conditions. A staff of graduate home economists not only kitchen-tests the products, but also develops the recipes found on Kroger's packaged goods.

Supplementing the research and testing done in the laboratories and home economics kitchens is a committee of 750 women who represent a cross-section of homemakers in Kroger's 20-state area and serve as permanent advisors to the Food Foundation in making the final decision on product acceptance. After performing practical kitchen tests on samples sent to them in unlabeled containers, they then report their reactions to the Food Foundation. A number of Dallas women will be asked to serve on this committee in the near future.

The growth of Kroger from one small store in Cincinnati's riverfront of the 1880's to more than 1,400 modern supermarkets in 20 middle western and southern states to a large degree parallels the

growth of American business over the same period.

Founded by B. H. Kroger in 1883, the company's growth during the early years was relatively slow and conservative, increasing store by store in Cincinnati and a few surrounding towns. By 1903 however, there were 58 Kroger stores in Ohio and Kentucky communities. The next 20 years saw a rapid expansion of the number of stores as Kroger expanded its own facilities and purchased other grocery chains. At the peak of the boom in 1929 the number of stores reached its all-time high of 5,575, with sales of \$286,611,000.

Kroger first extended its operations beyond Cincinnati in 1903 through the purchase of two stores in Dayton and twenty-five in St. Louis. The first big merger, in 1917, brought Kroger into Detroit with the acquisition of 125 stores. After World War I, expansion continued into other states. In the year 1927, Mr. Kroger sold his interest in the company to the public and shortly thereafter retired from the active management. In the following year, 1,610 stores were acquired in eleven Midwestern and Southern States.

With the end of World War II the company embarked on a rebuilding and expansion program designed to produce greater earnings through higher volume in fewer but larger stores. The shift from small, low-volume units to modern high-volume food department stores has accelerated in recent years. Since 1946 average store volume has increased five fold and store area doubled, while the number of stores has been virtually halved.

In 1931, the average store occupied 2,000 to 4,000 square feet, stocked about 700 items and did \$47,500 worth of business per year. Today the average store occupies 16,000 square feet (the range is from 10,000 to 44,000 square feet), keeps 4,000 to 7,000 items on its shelves and grosses more than \$1,250,000. In 1957 the entire company recorded sales of \$1,674,123,593 with a net income of \$20,635,207.

In recent years Kroger has continued its expansion by purchasing other chains as well as penetrating new areas with its own stores. The most recent burst of growth came in 1955 and 1956, when Kroger merged with Krambo Food Stores in Wisconsin, the Henke & Pillot chain in Houston, and the Childs and Big Chain Stores in East Texas and Louisiana. This was the company's first expansion into the rapidly expanding Southwest.

Manufacturing plays an important role in the Kroger Company. The company



MACHINE-shop micrometers are used to measure the thickness of noodles and macaroni to insure cooking time according to package directions.



PROTEIN CONTENT of foods are checked at the Kroger Food Foundation with the Kjeldahl machine, which converts food proteins into ammonia. By measuring the ammonia, chemists calculate protein content of the food under test.

operates a general factory at Cincinnati, as well as 14 bread and cakes bakeries and two cracker and cookies bakeries throughout the Kroger area. Three dairies, a milk evaporating plant, two coffee roasting plants, an instant coffee plant, four egg processing plants and a cheese plant complete the list.

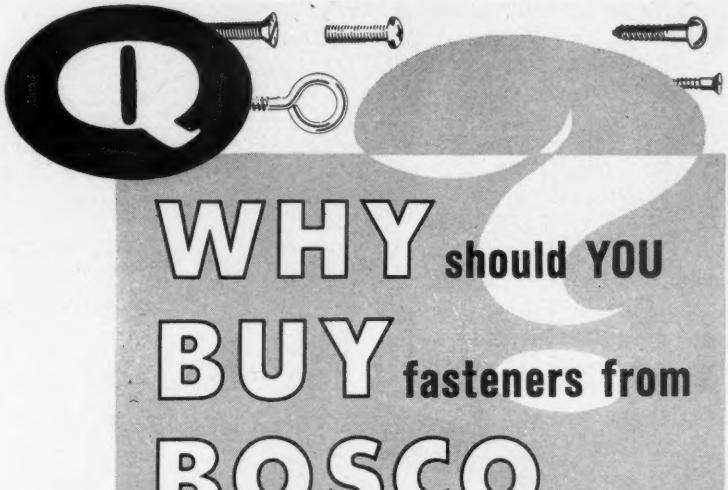
More than 40,000 men and women work full-time for Kroger and nearly a third as many more work part-time. Payroll for 1957 amounted to almost \$189 million. An extensive personnel set-up is responsible for hiring and training employees, keeping records of their progress and promoting many projects for their benefits. All employee benefits will be made available to the more than 1,600 full time employees in the Wyatt Food Store's organization.

The Kroger employee program is an active one, with Wyatt employees sure to benefit. The Kroger Employee Profit Sharing and Retirement program provides employees an opportunity to save and to share in the profits they help make. It also provides retirement income at no cost to the employee. From its early days, the Kroger Company has followed the policy of promoting men within the organization to responsible positions. Many of its division vice presidents and other executives have started as store clerks and in other minor positions.

The Kroger Company itself is an active promoter in the field of "modern retailing." The days of the "old corner grocery store" are gone, Mr. Hall emphasizes. "Any business, no matter what it is, with a gross of a million dollars a year is big," he notes, "and with our average store grossing more than that, the store manager becomes a true executive." The company emphasizes this in its recruiting. And they expect increased recruiting opportunities in the Southwest through their coming into Dallas.

The Kroger Company expects many things from Dallas. No matter which official you talk with, whether he be in marketing, manufacturing or personnel or Mr. Hall himself, he has ideas about what Dallas and Wyatt's will mean to the Kroger organization. Their hopes are high, but they know that Dallas has a way of satisfying high hopes.

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Dallas Lasso Club

Earns A Plane

Continental Honors Chamber Membership Committee

The Dallas Chamber of Commerce has received many honors in its long and successful history. But one of the most unusual, and certainly pleasant for those participating came in November when Continental Airlines named a plane for the Chamber's Membership Committee, the Lasso Club.

This event climaxed the most successful membership month in the entire history of the Dallas Chamber, with more than 600 new members brought in by the Lasso Club. Midway through the October contest between "Windsor's Wabbits" and "Ryan's Roadrunners," Continental announced that they would take the winners aloft for a steak and champagne dinner over Dallas.

Later the airline announced that they would not only supply this trip and dinner as a prize but that the flight would be aboard a brand new, jet-powered Viscount II which they would name for the Lasso Club.

Miss Margaret Jonsson, daughter of Chamber President J. Erik Jonsson, chris-

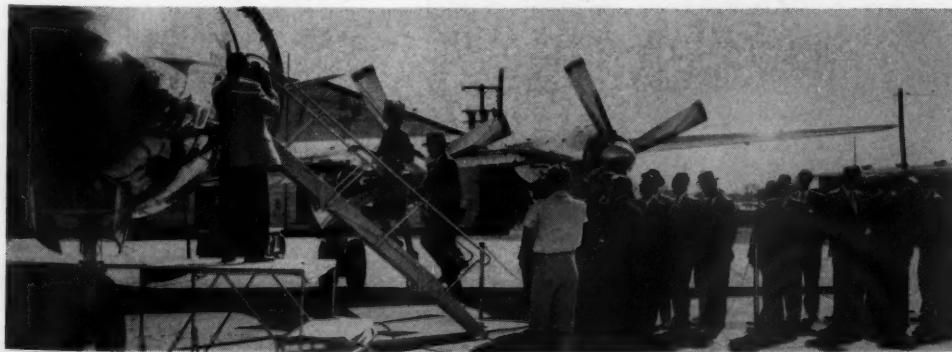
tened the plane in traditional ceremonies at Dallas Love Field, cracking a bottle of champagne over the plane's gleaming silver nose. The entire Lasso Club participated in these ceremonies.

Members of the winning October team, "Ryan's Roadrunners" were carried aloft for their promised steak and champagne dinner while "Windsor's Wabbits" adjourned to the Dobbs House restaurant for beans.

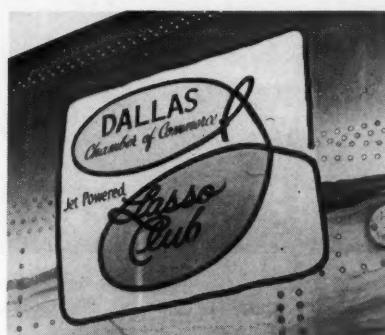
"We were pleased to be able to honor the Dallas Chamber of Commerce," said

Robert E. Six, president of Continental. "This is the first time we have ever named a plane for a group such as the Lasso Club, but their October performance was the first time any Chamber of Commerce ever secured more than 600 new members in one month."

Taking part in the christening ceremonies from Continental were Roger P. Ringler, sales promotion manager; Joe D. Kirkpatrick, Dallas district sales manager, and Jack Russell, passenger service manager at Love Field.



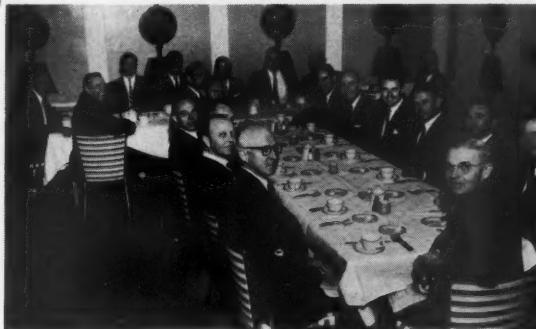
LASSO CLUB members admire "their" plane, a brand-new jet powered Continental craft.



MISS MARGARET JONSSON, right, christens the Lasso Club plane as father, Chamber President J. Erik Jonsson, supervises.

AN ESPECIALLY designed emblem was attached to the nose of Continental's Viscount II.

LOSERS ate beans while winners munched steak high over Dallas.



Membership Committee Breaks Records



A GROUP of Ryan's "Roadrunners" and Windsor's "Wabbits" await final tally in the Board Room of the Chamber at the close of the contest on November 1. They are (L to R) Jim Layne, Frank Adams, Cliff Bivens, Jim Gibson, Gail Risch, J. A. Coffey, Hugh Howard, Co-Chairman Bill Windsor, J. L. Cauthen, Leon Marshall, and Ned Meyerson.

During the month of October, the 1958 Membership Committee set an all-time high in membership acquisition for any month in Chamber history with a total of 635. The previous high was 497 memberships sponsored in April, 1957, accomplished with the aid of the "One Day" Drive in which approximately 225 additional Chamber members aided the permanent 115-man Committee.

Among the factors contributing to this "all-time high" was the terrific competition between "Windsor's Wabbits" and "Ryan's Roadrunners." At the beginning of the month, the Committee was divided by lot and Co-Chairman Bill Windsor captained one team and Co-Chairman N. W. Ryan the other. Final results were:

"Roadrunners" — 333; "Wabbits" — 301. The winners ate steak; the losers, beans.

Also during October, as a most welcome by-product, two Committeemen received Life Memberships. Vice-Chairman James W. Layne, for the fifth time, earned a Chamber Life Membership. He is the second individual in Chamber history to accomplish this.

Vice-Chairman Leon Marshall of Concrete Structural Products, achieved his initial Life Membership by sponsoring 100 memberships during the past 12-months period. Mr. Marshall became the 28th Life Member of the Dallas Chamber.

Highlight during November was the christening of a jet-powered Continental Airlines Viscount II, named in honor of

the Dallas Lasso Club. (See story on page 23.) This honor and recognition were embodied in the words of Robert F. Six, president of Continental, who said: "This is the first time we have ever named a plane for a group such as the Lasso Club, but their October performance was the first time any Chamber of Commerce ever secured more than 600 new members in one month."

Insurance

ATLANTIC MUTUAL INS. CO., 1310 National Bldg.; J. W. Suter (Jim Cauthen).

CLARK & FOGLEMAN, 166 Howell St.; John E. Clark (Jack Curtis)

MELVIN T. HILL INS., 11442 Rick Circle; M. T. Hill (Gail Risch)

LLOYD MILLER INS. AGENCY, P.O. Box 7263; Lloyd M. Miller, Jr., (Dale Jobson)

MUTUAL BENEFIT AUTOMOBILE ASSN., 5101 Ross; James Lewis and C. W. Carson (Jack Wantland)

ROBERT E. DANIEL INSURANCE AGENCY, 6141 Sherry Lane; Robert E. Daniel (Jack Curtis)

Printing and Publishing

BIG "D" LABEL & PRINTING CO., 936 West Davis; Hershal R. Jones (Jim Gibson)

MELTON PUBLISHING CO., 1212 No. Bishop; Joe C. Melton (M. M. Brohard, Jr.)

Professional

ALTO ENG. SALES CO., 2712 W. Mockingbird Lane; Marvin Browning (Bruce Robbins)

COLLINS COMMERCIAL ART,



TENSION MOUNTS as clock approaches the closing of the contest at 12:00 noon, November 1. Pictured are: (L to R) Tom Owens, Jr., Jim Layne, Ralph Breum, Bill Conklin, Jack Wantland, Secretary Jim Cabaniss, Co-Chairman N. W. Ryan, Jim Henderson, and Bernard Rathheim.

1104 South Ervy; W. T. Collins (Jack Wantland)

DALLAS CONVENTION SERVICES, Hotel Adolphus; William N. Sewell (Jim Layne)

ALBERT A. HELFAND, C.P.A., 1208 Mercantile Sec. Bldg. (Russell Thompson and Bill Blaydes)

PHILLIPS & YOUNG, 224 Prof. Bldg.; David A. Young (Jim Cauthen)

HAROLD B. PRESSLEY, JR., LOCKE, LOCKE & PURNELL, 1900 Rep. Bank Bldg. (Leon Marshall)

RANDALL-PERRY ADVERTISING, Texas Bank Bldg.; Jas. W. E. Randall (Jack Clark & J. I. Jordan)

MARCUS M. WRIGHT, C.P.A., 201 Adolphus Tower (Raymond Percival)

BARNARD, HARRIS AND ANCIRA, 2929 Cedar Springs Rd.; Gonzalo Ancira (Leon Marshall)

RUSSELL & RUSSELL GIFTS, 2847 No. Henderson; Mrs. Evelyn E. Russell (John Horton)

ERIK EHRENBORG APPRAISAL CO., 463 Parkhurst; Erik Ehrenborg (Carol Neaves)

WAYNE A. MELTON, ATTY., 1040 Rep. Natl. Bank Bldg. (Carl Read)

BERNARD J. RATHHEIM, C.P.A., Natl. City Bldg. (Henry Lyon)

STANDARD SIGN & SIGNAL CO., 511 First Ave.; B. B. Kendrick (Pat Chandler)

Manufacturing

BAMA PIE OF DALLAS, INC., 1701 4th Ave.; John W. Marshall (Ted Jones)



MAYOR R. L. THORNTON presents Chamber membership plaque to Neal Fletcher, President of the Fair Park Amusement Owens Association, in recognition of the fact that all members of the Association are now members of the Dallas Chamber. Others who participated in the ceremony are: (L to R) Kenneth Collins, Midway Supervisor; Arthur Hale, Vice-President State Fair; Mr. Fletcher, and Mayor Thornton; Membership Committeeman Floyd Martin (D. P. & L.) who sponsored the individual memberships of the Association.



1960-61 DALLAS REPRESENTATIVES to the State Legislature, who are all Chamber members, were guests of Membership Committee Vice-Chairman Jim Layne at an October luncheon. They are (L to R) Membership Committeeman Bill Shaw, Rep. Ben Atwell, Rep. Bill Jones (also a member of the Committee), Rep. Bob Hughes, Rep. Bob Johnson, Mr. Layne, Rep. Ben Lewis, and Rep. Tom James. Tom James also serves on the Membership Committee.

COMMITTEEMAN OF THE MONTH

Committeemen-of-the-month R. Leon Marshall, sales engineer with Texcrete Structural Products Company, has served on the membership committee for three years. He earned his Chamber Life Membership this year.

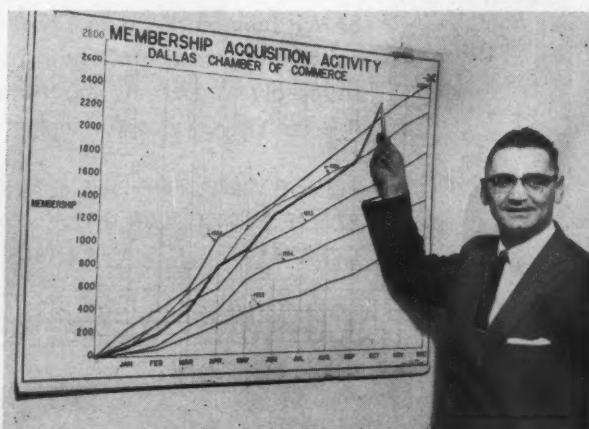
Leon has received three top hand awards. In April of this year he took over as vice chairman of Section Five.

A native of Dallas, Leon attended Baylor University and graduated from SMU with a Bachelor of Science in Civil Engineering. During World War II he served in the 52nd and 85th Signal Corps, primarily in the Pacific.

He has been employed by Texcrete Structural Products Company since 1956, selling precast and prestressed concrete for bridge and commercial construction. He is a member of the American Society of Civil Engineers, the Texas Society of Professional Engineers, and is registered as a professional engineer in the State of Texas.

Leon, and his wife, Peggy; and three children — Mike, John, and Jan — live at 4065 Beechwood. The attend Walnut Hill Methodist Church.

Leon sponsored 36 new Chamber members during the month of October.



R. Leon Marshall

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A. S. MOORMAN, 327 Meadows Bldg. (Joe Murray)

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HORACE C. HARGRAVE, Suite 432, Meadows Bldg.; Horace C. Hargrave (Carter Minor)

WILLIS G. MEYER AND ASSOCIATES, 1400 Rep. Natl. Bank Bldg.; Willis Meyer, E. E. Hurt and J. E. Lewis (Jack Hespers and Vincent Rohloff)

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LIVINGSTON'S CARDS & GIFTS, 308 A. Harris Oak Cliff Center; Mrs. John Livingston (Jack Wantland)

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FLORA MOTEL, 2838 Ft. Worth Ave.; Edd Murray Lovell (Jack Wantland)

LOUIS OYSTER BAR, 1615 Pacific Ave.; J. O. Jones (Oliver Erickson)

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FRANK MILLER & COMPANY, 1001 Natl. Bldg.; Frank Miller (Joe Glickman & Carl Read)

PARK CITIES BANK & TRUST CO., P.O. Box 8367; Chevus Chapman, W. R. Garr and Griff Carnes (John Smith and Jack Kutner)

Dallas

world trade NEWS

Wanted: Volunteers for U. S. Trade Missions

During November a very important group of Japanese, composing a Japanese Trade Mission, visited in Dallas. The members of this trade mission proper consisted of ten Japanese businessmen who were accompanied by three special assistants. The overall responsibility for the day-long schedule of this group fell to George S. Thompson, Field Office Manager in Dallas of the United States Department of Commerce. While Mr. Thompson was the official host, several other groups, including the Dallas Chamber of Commerce, had a part in the day-long program for the mission.

This trade mission visited ten other cities in the United States in addition to Dallas and several Canadian cities. It was the hope of this top level group of Japanese leaders to aid in the promotion of good trade relations between the United States and Japan by means of round table discussions and personal contacts with Americans and Canadians. Their plan was to discuss common problems, and to seek modern understanding, while at the same time better working relationship between these two North American countries and Japan.

This 1958 Japanese Trade Mission under the joint auspices of Foreign Min-

ister Aiichiro Fujiyama and Minister of International Trade and Industry, Tatsumosuke Takasaki. Their trip was inspired by the recent highly successful United States Trade Mission to Japan, which was headed by former Secretary of Commerce, Walter Williams. All of the members of this mission have played distinguished roles in effecting Japan's economic recovery, and it is expected that they will continue to play a great part in shaping Japan's future.

This group started off their day in Dallas with a coffee at one of our leading import houses, Select Imports, Inc., with Godcheaux Levi acting as host. Mr. Levi is Chairman of the Dallas Hosts Committee of the World Trade Committee of the Dallas Chamber of Commerce. The group then went to the Board Room of the Chamber of Commerce and held a press conference, and afterwards a round table discussion with some of the leading business men of Dallas, all of whom had expressed an interest in meeting and discussing business matters with this Japanese Trade Mission. The remainder of the day was taken up with a luncheon at the Republic National Bank, arranged by another member of the World Trade Committee, Albert Long, Vice President

of the Bank. Following the luncheon, the group made a tour of Neiman-Marcus, which was conducted by Edward Marcus, executive vice-president, and then adjourned to the Statler Hilton Hotel, where they were given a reception by the Dallas Chamber of Commerce.

The above review of the visit of the Japanese Trade Mission to Dallas reminds us of the important trade mission program of our own government. This program had its inception in 1954, and through 1957, the Department of Commerce had organized 59 missions, which carried the American story to 37 countries and more than 400 cities. This trade mission program of ours has for its specific purpose the participation in international trade fairs and cultural activities.

Usually these American Trade Missions consist of three to five businessmen with recognized ability and specialized experience in some phase of modern business practice. Each of the missions is led by an official of the Department of Commerce, whose background and knowledge qualify him to coordinate the mission's functions and activities.

Up to the present time, businessmen who have volunteered for this overseas service have come from sections of the country other than the Gulf Southwest. It is a most interesting and enjoyable undertaking, and more businessmen should look into this program. Such businessmen volunteer for this overseas service and work without compensation, however, transportation and a per diem allowance are provided during the period of the mission assignment.

These American Trade Missions are a part of the foreign relations program of

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World Trade News

the United States, and implement the international commercial policy of the Department of Commerce. They promote world friendship and assist in expanding two-way trade. The schedule followed by the trade mission group as a general rule includes an important international trade fair, where the United States government and private firms participate. Prior to the opening of the fair, the mission tours the principal commercial centers of a country and confers with businessmen, public officials and organizations. Following such a tour, the team then establishes headquarters at a Trade Information Center attached to the United States exhibit at the fair grounds.

These mission specialists provide free consultations and guidance to businessmen who make inquiries of them regarding trade relations with American firms and present problems affecting exports, imports, tourist traffic, investments, markets and licensing.

The normal tour of duty for a trade mission is about six weeks, and upon returning to their respective communities, the American businessmen, having participated in such missions, make talks before clubs and organizations to better inform America on trade potentials.

American businessmen who have participated in these trade mission programs on behalf of the United States government are themselves leading advocates of the undertaking and encourage other businessmen to participate.

There are bound to be a number of businessmen in Texas who are qualified to be members of these American Trade Missions, and who would find the program most interesting, if they would investigate it. It is suggested that any of you businessmen, who think such an undertaking would appeal to you, get in touch with George S. Thompson, Field Manager, United States Department of Commerce, or one of his staff members, Mrs. Jessie Christianson, their Foreign Trade Business Analyst. Either of these two will be glad to explain the policies, specifications and responsibilities in connection with the program — what would be expected, what benefits would be obtained from participation.

The private business representatives who have participated in the program are selected, top representatives of American business firms and organizations; men who are outstandingly qualified to represent their community and their country abroad and who are willing to devote themselves sincerely to winning friends for the United States.

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World Trade News

On file in the office of the Department of Commerce are several pamphlets and special releases on the trade mission program.

Our section of the country should be represented in some of these trade missions. It is suggested that you investigate the United States Trade Missions Program.

WORLD TRADE OPPORTUNITIES

(Editor's Note: Statements under this heading are based on information received by the Dallas Chamber of Commerce, but are not guaranteed by the Chamber or by DALLAS. Details may be obtained from the Foreign Department, Dallas Chamber of Commerce.)

OTHER OPPORTUNITIES

MEXICO—DON VASQUE, Admon. #41, Apdo.23546, Mexico D. F. Mexico. A Texan living in Mexico whose experience includes ten years with Foreign Service of U. S. Dept. of State, four of which lived in Mexico has capital and desirous of joining other individual in investment in Mexico. Has capital and excellent references.

ARGENTINA—FLORENTINO ALVAREZ LIBRE & ASSOCIATES, 25 de Mayo, 195, Buenos Aires, Argentina. Firm offering experienced consulting services on banking, insurance, investments, claims, licenses, and also serves as agents.

CUBA—RICARDO D. ARNAIZ, San Ignacio 256, Dept. #3, Habana, Cuba. Individual wishes to serve as importer, exporter, or purchaser on commission basis for monthly advances.

IMPORT OPPORTUNITIES

JAPAN—KOZAI BIRDS & ANIMAL TRADING CO., 2-10 Tawaramachi Asakusa Daitoku, Tokyo, Japan. Large wholesaler of birds and animals seeking outlets in United States.

CHINA—SANSO CORPORATION, Manyee Building, P. O. Box 3774, Hongkong, China. Specialty manufacturers of men's and women's apparel with customer's own styles and specifications seeking outlets and importers.

JAPAN—OHTOMO TRADING CO., 1-1, 3-Chome, Ninomiya-Cho, Fukiai-Ku, Kobe, Japan. Manufacturers and exporters of aluminum baskets used for glass dishes seeking importers and can furnish prices and samples.

GERMANY—ROHM GmbH, Sontheim/Brenz, Germany. Manufacturer of chucks and revolving and dead tailstock centers for drill presses and machine tools.

World Trade News

(This office may be contacted to furnish additional information.)

JAPAN—SHIBATA TABLE TENNIS BALL FACTORY, No. 51, Kataek-Cho 4-Chome, Ikino-ku, Osaka, Japan. Manufacturer seeking importing outlets.

PUERTO RICO—Kose M. Gatell, P. O. Box 1107, San Juan, Puerto Rico. Individual desirous of obtaining exclusive representation for Puerto Rico of manufacturers of auto and truck mufflers; auto and truck windshields; flashlights and flashlight batteries; pure turpentine in all sizes; crowns to be used in coca-cola and other beverage type bottles; beer and rum bottles.

JAPAN—DAIDO TRADING CO. LTD., No. 10, 7-Chome, Takinogawa, Kitaku, Tokyo, Japan. General exporters of rod antennas and TV antennas for manufacturers seeking importing outlets.

ITALY—PAGLIERO & FIGLI, Via Italia, 3-5, Settimo Torinese, Italy. Manufacturer of fountain pens, automatic pencils and ball bencils seeking importers and purchasers.

JAPAN—YUCHI TRADING CO., LTD., 3, 2-Chome, Uchisaiwai-cho, Chiyoda-Ku, Tokyo, Japan. Exporters of portrait paintings done in oil on silk from photographs seeking firm to represent them on commission basis.

SWEDEN—MANGO PRODUCTS CO., LTD., P. O. Box 384, Gothenburg, 1, Sweden. Exporters of all kinds of hardboard and insulation board; spring clothes pins, and other forest products seeking importers.

JAPAN—MIDLAND AGENCIES, P. O. Box 73, Shimizu, Japan. Firm seeking importer or agent to handle Japanese new types of novelties, tools, and other sundry goods.

CHILE—V. BOLOCCO Y CIA., Casilla 407, Arica, Chile. Exporter handling alpaca slippers; merino wool and alpaca slipper combination seeking interested parties to handle same to whom prices and samples can be sent.

KOREA—MOON-LEE HANDICRAFT CORP., 58 Susoomoon-Dong, Sudaemoon-Ku, Seoul, Korea. Manufacturers and exporters of lacquer-wares, brasswares, bamboo-wares, glasswares, ceramic-wares, dolls and other Korean handicraft items seeking importers to handle and to whom catalogues, prices, and samples can be sent.

CHINA—CROSET & COMPANY LTD., 602 Great China House, 8-8a Queen's Road, Central, Hong Kong. Exporting house handling and featuring sportswear for men, women, and children seeking importers to handle same.

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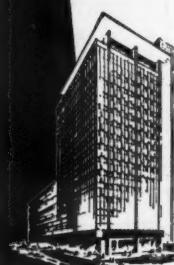
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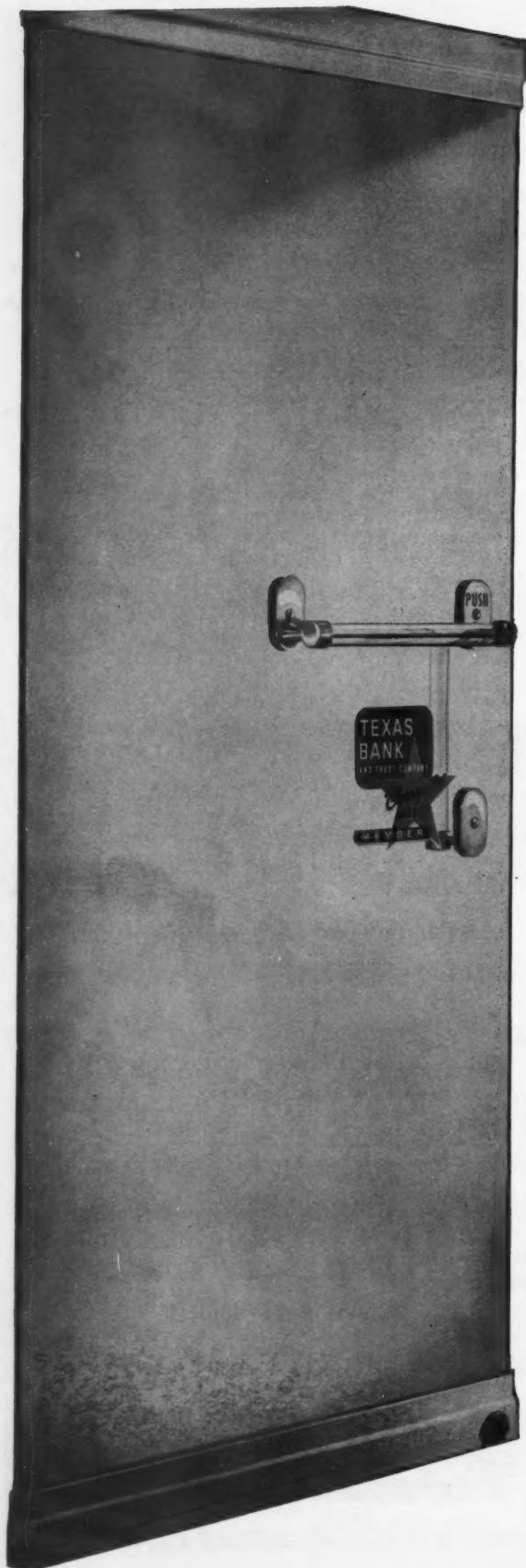


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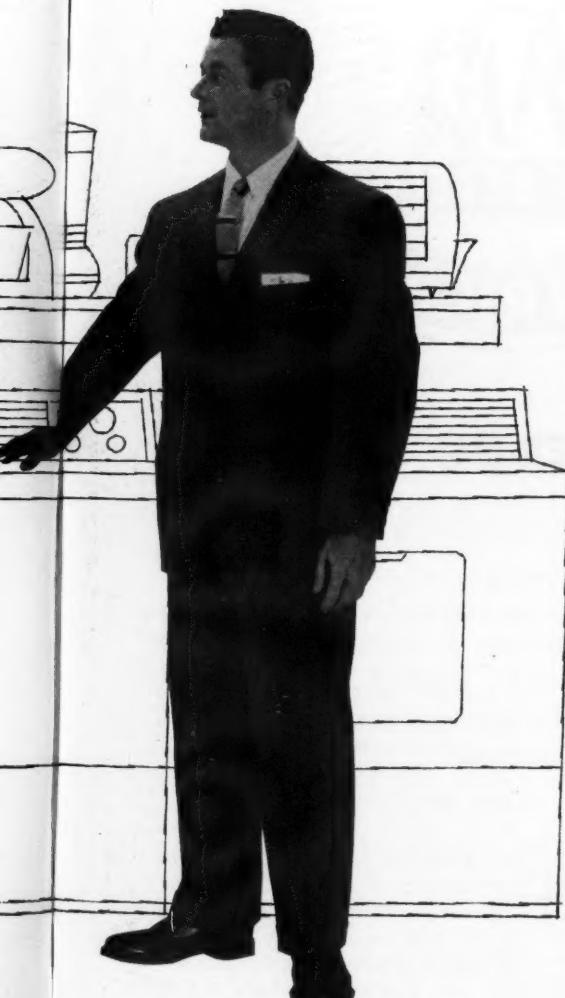
Dallas



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**DALLAS
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Women in BUSINESS

by Elory Owens



Velma McKee

The Dallas Fashion Manufacturers Association is confident that the January Fashion Market will be one of the most exciting and successful ever.

During the big annual market Dallas' leading stores will especially promote fashions from the houses of the association's 36 members.

This welcome co-operation also will be extended at Dallas' three other big Fashion Markets during 1959.

"This is something brand-new," said Velma McKee last week. "Something we've wanted a long time." As a matter of fact, it's one of the aims of the association that Velma — who now has two labels, fashion career-wise — has helped achieve.

Since Oct. 1, Velma has been both executive assistant to the administrator (her husband, Mack) of the Dallas Fashion Center, and editor-in-chief of the Dallas Fashion and Sportswear Magazine. She has ample background for both phases of her work.

A native of Clay Center, Kansas, Velma graduated in journalism from Kansas State, taught journalism for a time in Enid (Oklahoma) High, then did graduate work in journalism at the University of Wisconsin. A year at the Janesville (Wisc.) *Daily Gazette* followed.

Then, Velma became an advertising copywriter for the big Dayton Company,

in Minneapolis. Needing an assistant advertising manager, the store across the street, the John W. Thomas Company, lured her away — and it was about this time, in the early '30's, that one Mack J. McKee also began bidding for some of Velma's time.

Before Mack and Velma were married in Minneapolis in 1934, though, Velma went west to Los Angeles with the May Company. Returning to Minneapolis and Mack, Velma became assistant advertising manager of the E. E. Atkinson Company, a specialty store, and later became ad and fashion director for the John Thomas people.

"By 1944," Velma recalls, "Mack and I were just fed up with the Minnesota winters. We sold our home and headed for Dallas — and new worlds to conquer."

In Dallas Velma edited Southern Home and Garden Magazine, then served Neiman-Marcus as assistant advertising director before joining her husband in his advertising agency work.

Her predecessor in her present work, Clyda Johnson, persuaded her to take over about a year ago as managing director of the Dallas Fashion Manufacturers Association. The association bought the fashion magazine in October and installed Velma as editor.

"Our aim," explained Velma, "is to influence more retailers to buy fashions

merchandise turned out by members of our association, and to encourage more women to enter the field."

A specific project: An education program for needle workers, through Dallas' vocational school facilities. "There is a crying need for trained needle workers," Velma reported, and added: "People don't realize that garment factories — now modern, well lighted and air-conditioned — are no longer sweatshops, but really pleasant places to work."

Other projects: Publicizing Dallas fashion manufacturers in more than 200 cities during the annual press week in March — and bringing more manufacturers to Dallas through such publicity.

A pianist and a golfer, Velma has abandoned the keyboard to improve on her game. But her chief interest aside from fashions is her work with Delta Zeta Sorority.

Velma is a newly elected regional director of the Fashion Group of Dallas, part of an international group of women fashion executives. She belongs to the Lovers Lane Methodist Church, and to the Daughters of the American Revolution — "on both sides."

And while this ex-Kansan has done some "conquering" in Dallas, Dallas has pretty well "conquered" her, too.

Says Velma of Big D: "I'm crazy about it."



Advertising is a tremendous force... the energizing factor that brought us abundance.

Regardless of what many believe, advertising is not a tool to sell (period). That is propaganda. Advertising is a name for education, service, news about products, people, purposes, aimed to emphasize advantages honestly inherent in the subject advertised.

The basic difference, therefore, between advertising and propaganda, is truth. Propaganda has a purpose that takes precedence over everything, including truth. In this sense there is no difference between advertising, that will do anything to sell, and propaganda.

Basically, then, advertising is representative of the morals of the men who administer the affairs of the business doing the advertising. If they are honest they speak truthfully of their product or services. They make no claims that are not true nor do they purposely exaggerate.

In truth a corporation is very much like a person as it is so acknowledged in law — "an artificial being created by law." The administrative leadership is the brain... the arms and legs are the staff... company policy, its morals... advertising, its voice.

No matter how persuasive a person may be, when you learn he is dishonest, you avoid him. The same applies to a corporation. If it advertises what it fails to produce it will eventually fail.

Many confuse clever advertising with smart advertising. Somewhere along the line it has become more important "how you do" than "what you do."

The really clever man is the one who speaks simply and honestly and spends his energies trying to improve the value of his service to those he serves so that he will have something worthwhile to talk about.

Hudson & Hudson

Industrial and Business Properties
Sales, Leases and Management
1225 Mercantile Bank Building
PHONE RI 1-9349 — DALLAS

Alex D. Hudson, Jr. James S. Hudson

APPOINTMENTS AND PROMOTIONS

DR. MILO M. BACKUS, formerly senior research seismologist, has been appointed chief research geophysicist of the geophysical engineering department of Geophysical Service, Inc.

*

C. L. BAKER, JR., has been appointed executive vice-president of Dallas Leasing Company, Inc. He will be in charge of truck fleet sales and individual truck leasing service.

*

F. BRUCE DAVEY has been elected secretary-treasurer of Great Southwest Distribution Center. Members of the board of directors include C. W. Goyer, Jr., Angus G. Wynne, Jr., Toddie Lee Wynne, Jr. and Maurice E. Purnell, all of Dallas.

*

DALE MILFORD has been appointed weatherman at WFAA-TV, Dallas. Mr. Milford, a member of the American Meteorological Society, has been weatherman at KWTX in Waco for the past three years. He also has had two years' experience as a CAA weather observer.

*

EMERY L. BLACHLY, executive vice-president, has been elected president of Wyatt Cafeterias, Inc. Mr. Blachly was a market manager with Wyatt Food Stores in 1929, and later operated one of the firm's first cafeterias. Later he was made cafeteria supervisor and he helped plan and design the first Wyatt DeLuxe Cafeteria which was opened in 1946. Other Wyatt officers elected were **R. S. BELL**, executive director; **DEAN LOWRY**, vice-president; **H. L. PACKER**, secretary-treasurer, and **REBYE SHEPARD**, assistant secretary.

*

JOSEPH W. TOOMEY has been added as interior designer and decorative consultant to the full-time staff of Stewart Office Supply Company. Mr. Toomey is a University of Texas graduate with a degree in interior design. He has had wide experience in Dallas in the field of interior design and color coordination.

*

C. L. BAKER, JR., has been appointed executive vice-president of the Dallas Leasing Company, 11476 Harry Hines Boulevard. Mr. Baker will be in charge of individual truck and fleet leasing sales. He is a graduate of the University of Oklahoma and recently has been associated with the White Motor Company as fleet sales representative.

*

MILLARD J. DILG has been named director of marketing for Rogers & Smith Advertising, Dallas. Mr. Dilg is a graduate of the University of Texas School of Business Administration. He is a member of the American Marketing Association and the Society for Advancement of Management.



DONALD P. FLYNN, of Tulsa, Oklahoma, has been named assistant vice-president of the Republic National Bank of Dallas. A native of Tulsa, Mr. Flynn attended Creighton University and the University of Notre Dame, and is a graduate of the University of Tulsa School of Law. He comes to Dallas from the First National Bank and Trust Company of Tulsa where he served as an assistant vice-president in the National Corporate Accounts Division. In his new post at Republic, he will be active in the National Accounts Division.

Appointments and Promotions—



WILBUR B. SHERMAN, internationally known geologist, has been elected president of Pan American Land & Oil Royalty Company of Dallas. Mr. Sherman, a geology graduate of the University of California, was formerly a vice-president and director of DeGolyer and MacNaughton, Inc. He also has been associated with the Standard Oil Company of California, Amerada and the Superior Oil Company.



LEONARD E. B. ANDREWS, public relations director, has been advanced from assistant vice-president to vice-president of Texas Bank and Trust Company. The directors also have elected **HARRY L. DEDMAN** an assistant vice-president in charge of the bank's oil department. A native of Dallas, Mr. Andrews has been active in Southwestern public relations and advertising work for thirteen years. Mr. Dedman recently joined Texas Bank. Prior to that, he was a petroleum engineer with the Ohio Oil Company in Midland, Texas. He holds degrees in petroleum and mechanical engineering from Texas A & M College.

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FOR
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Briggs-Weaver

CLEVELAND TWIST

Drills • End Mills

GREENFIELD

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GEOMETRIC

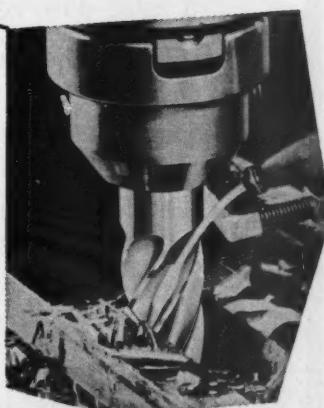
Die Heads

BROWN & SHARPE

Milling Cutters

CARBOLOY

Carbide Blanks • Cutting Tools



DALLAS — 5000 Hines Boulevard — LA 8-0311

FT. WORTH — 222 N. University Drive — ED 6-5621

HOUSTON — 300 S. 67th Street — WA 8-3361

BEAUMONT — 1005 S. 4th Street — TE 8-5261

Briggs-Weaver
MACHINERY COMPANY

Industrial Supplies, Tools and Equipment

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WINDOW CLEANING

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STEAM CLEANING

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- COPYWRITERS •
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- ARTISTS •
- PRODUCTION MANAGERS •
- PUBLICITY •
- PUBLIC RELATIONS •
- MEDIA BUYERS •
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GREAT SOUTHERN
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Appointments and Promotions—



R. C. ADAM, presently manager of operations at Magnolia Petroleum Company's Beaumont refinery, will move to Dallas January first to a newly-created executive position in charge of economics for that concern. Mr. Adam is a chemical engineering graduate of the University of Arkansas. He joined Magnolia's refinery technical staff at Beaumont in May, 1946 and has served as manager of operations there for approximately a year and a half.

*

ALLERTON J. McEWAN has been elected vice-president for sales of the Rawlplug Company, Inc. Mr. McEwan formerly served as sales manager for the company, with offices at 1016 South Lamar.



GEORGE J. HUBBARD has been elected vice-president of J. R. Gray Company, Inc., Dallas-based Beechcraft airplane distributor. Mr. Hubbard, a Texas University graduate and former naval aviator, joined the Gray organization as salesman in 1956, and later advanced to sales manager.

Appointments and Promotions—



JOY HOLLEY has been named vice-president and production-media director of Don L. Baxter, Inc. Miss Holley joined the Dallas-based advertising and marketing agency twelve years ago as an accountant, and she has been production-media manager for the past eight years. She was made associate secretary-treasurer of the firm in 1953. In other agency promotions, **JUDON BAUMGARDNER**, assistant to the production-media manager, was named production manager, and **RUTH V. VALANDINGHAM**, trainee, was advanced to production assistant.



WALTER R. COOK has been elected a vice-president of Texas Industries, Inc. Mr. Cook, who joined Texas Industries in 1955 as management coordinator, is also vice-president of Redondo Tile Company, a California subsidiary of Texas Industries. Prior to his association with Texas Industries, he was in charge of the management services division, Dallas office, of Ernst & Ernst, certified public accountants.

FINEST MODERN FACILITIES...

...conveniently located to serve the entire Dallas Metropolitan Area with accessibility to meet the distributors' needs. Our Latimer Street and Austin Street single floor warehouses have large parking and dock areas together with ample Railroad Sidings.

FACILITIES INCLUDE

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- Crating — Packing — Shipping
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- Office Records Storage
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NOW AVAILABLE... a few convenient, comfortable and attractive small air-conditioned offices located in our building. Can furnish telephone answering service, mail handling, stenographic service if desired, at reasonable rates. Call Riverside 2-7111 for details.

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**Dallas Transfer
AND TERMINAL
WAREHOUSE CO.**

2ND UNIT SANTA FE BLDG.



DR. I. BRODSKY

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Contact Lens Specialists

Eyes Examined • Glasses Fitted

(Write for Instructive
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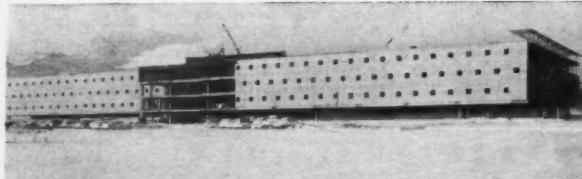
2108 Main St. • Phone RI 2-4366

EQUIPMENT RENTAL

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Trenchers	•	Backhoes
Shovels	•	Dozers



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"Under the Skyline
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TRADE MART

For information about the Trinity Industrial District consult your real estate broker or . . .
INDUSTRIAL PROPERTIES CORPORATION, 401 Davis Bldg., Dallas, RI 1-9424

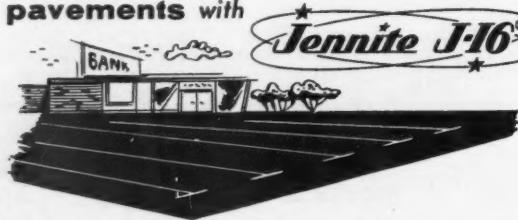
YOU NAME IT! WE'VE GOT IT!

CAULKING COMPOUND PLASTER SAND METAL CASINGS
ALUMINUM SUN SHADES—EXTERIOR
DOORS— SAND BLASTING MATERIALS FIRE PLACE ACCESSORIES
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Resists gasoline, oil, salt . . . Seals out moisture . . . Stops frost damage . . . Prevents raveling . . . Easy to clean

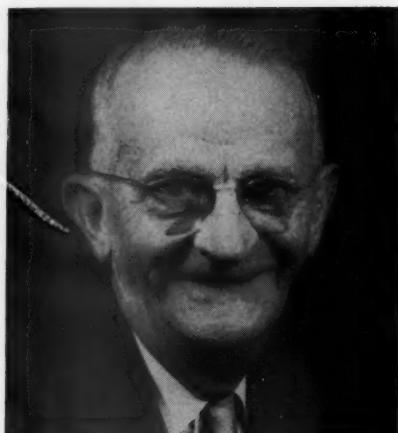
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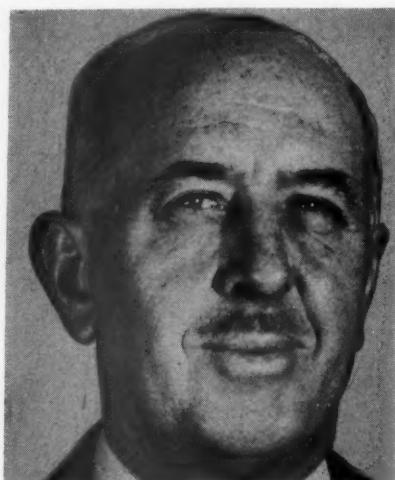
Appointments and Promotions—



WILL ROGERS, founder of Rogersnap Business Forms Company, has been elected president of the company. Mr. Rogers will also continue as chairman of the board.

*

F. L. EZELL has been named manager of the Blue Diamond Company's newly-opened builders' hardware department. Mr. Ezell has lived in Dallas for the past 24 years and brings to Blue Diamond more than 30 years' sales experience. He is a member of the National Builders Hardware Association and the Texas Builders Hardware Association.



W. H. CUNNINGHAM, a former vice-president of Sanders Advertising Agency, has been named president of Calder & Associates, with offices at 212 South Tyler. The firm, established in 1919 by Frank Calder, will offer complete advertising and public relations services. C. LYNN WATSON, formerly publisher of a Dallas suburban newspaper, will be the executive vice-president of the reorganized agency.

Appointments and Promotions—



ROBERT C. HADEN has been elected president of the Casa Linda State Bank and named to the board of directors. Also elected to the board were **HENRY WADE**, Dallas County district attorney; **J. F. MURRAY**, president of the Murray Mortgage Company, and **J. M. TUTTLE**, Dallas real estate developer.



WILLIAM NOLL SEWELL, Dallas publicist and publisher, has formed his own public relations firm, "Dallas Convention Services," with offices in the lobby of Hotel Adolphus. Mr. Sewell, a native Texan, is a graduate of the Southwestern Chamber of Commerce Institute and the Dale Carnegie Institute.



DALLAS • NOVEMBER, 1958

Beechcrafts in Business No. 3 in a Series

John T. Gordin, right in large photo, president of Moss-Gordin Lint Cleaner Company, and pilot Roy Moore prepare to leave Love Field on a 2½-hour flight to New Orleans.



Moss-Gordin's Twin-Bonanza covers the "cotton belt" with Speed to Spare



Moss-Gordin Lint Cleaner Company of Dallas, Lubbock, Memphis and Fresno, California, manufacturers of lint cleaning equipment for cotton gins, extends its operations throughout the cotton growing area of the U. S., from the Atlantic to the Pacific. President Gordin says, "We use our Beechcraft Twin-Bonanza calling on prospects and taking them to the factory at Lubbock or to some of our installations to see the equipment in operation. It's the only way we can make enough sales calls and take our prospects half way across the country, show them our equipment, and have them back home in a single day."

Let a J. R. Gray representative show you how a Beechcraft can fit profitably into YOUR business.

Leasing and Financing Available — Call for Demonstration Trip

J. R. Gray Co., Beechcraft Distributor

Love Field, Dallas — FL 7-3971

• Addison Airport, Addison — AD 9-2562

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**CHECK Your
Life Insurance . . .
COMPARE SwL Strength,
Service and Rates with ANY Offered**



Southwestern Life INSURANCE COMPANY

James Ralph Wood, President Home Office, Dallas

FAMILY • AUTOMOBILE • BUSINESS • LIFE INSURANCE • ANNUITIES • PENSION FUNDS • GROUP LIFE INSURANCE

Telephone:
BLANKS

Riverside 1-3905



This Vacuum Printing Machine is used in transferring an image from a negative to a plate . . . one of the 65 pieces of specialized modern equipment at

BLANKS
Engraving Company

1315 YOUNG STREET • DALLAS, TEXAS

44

Appointments and Promotions—



CLAUDE R. WILSON, JR., has joined the Legal Department of the Texas and Pacific Railway Company as Attorney. He is a director of the Dallas Junior Chamber of Commerce, treasurer of the Dallas Junior Bar Association, and member of the Dallas, Texas State and American Bar Associations.

*

RAYMOND H. CUMMINGS, assistant city building inspector, has been named Dallas chief building inspector. Mr. Farrell, a native of Greenville, came to Dallas 15 years ago. He worked with Architect Grayson Gill before assuming his city post, and is licensed as an architect both by Texas and Illinois. He joined the city staff in 1940, and from 1944 to 1946 was acting building inspector.

*

JOSEPH A. RYAN has been named Dallas district sales manager for Northwest Orient Airlines. Mr. Ryan joined Northwest in 1951 as a flight service attendant. Since 1954 he has served in the firm's Seattle sales office as commercial sales representative.

*

AL BINLEY has been promoted to store supervisor for 7-Eleven Dairy Stores in Dallas. Mr. Binley joined 7-Eleven in 1948 and was manager of the firm's store at 1816 Skillman before his promotion. In his new position, he will be responsible for the operation of eight 7-Eleven stores in the company's Dallas East District.

*

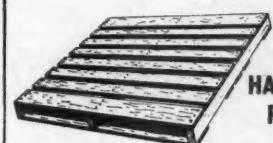
WAYNE D. ARNOLD has been elected assistant vice-president of Interstate-Trinity Warehouse Company. A graduate of Miami University, Mr. Arnold had three years in supply and distribution work with the Navy before joining Interstate-Trinity in 1947.

DALLAS • NOVEMBER, 1958

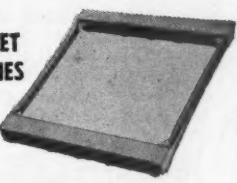
APPOINTMENTS AND PROMOTIONS

Name	Company	Position
Hubert C. Boles	United Bankers Life Insurance Company	Manager, home office agency
James L. Bothe	United Bankers Life Insurance Company	Assistant manager, home office agency
J. Basil Burke	Ford Motor Company	Sales manager, M-E-L Division
Cuyler Caldwell	Dr Pepper Company	Director, market research
J. A. Colchin	Erwin Wasey, Ruthrauff & Ryan, Inc.	Art director
Hal Copeland	Trade Mart	Gift show coordinator
G. Curt Davison	Don L. Baxter, Inc.	Assistant art director
G. W. Gallaway	Traders & General Insurance Company	Special agent
John W. Green	Proctor & Gamble	Dallas unit sales manager
Howard C. Humphrey, Jr.	Paul Berry Company	Production manager
Edward T. Hunt	KBOX Radio Station	General manager
Wayne Krause	Phoenix Mutual Life Insurance	Manager, north Texas agency
Bryan Leitch	Don L. Baxter, Inc.	Senior art director
Lester Melnick	Neiman-Marcus	Assistant director, group merchandise
Jerry Moore	Don L. Baxter, Inc.	Associate art director
Donald E. Sander	American-Standard	District manager
Marvin E. Sullivan	Traders & General Insurance Company	Special agent
W. F. Wright	Southern Union Gas Co.	Utilization manager





HARDWOOD PALLETS



PALLET DOLLIES



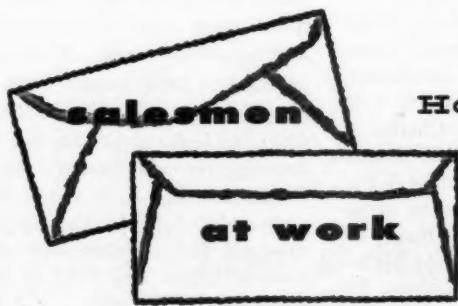
HAND PALLET TRUCKS

W. A. TAYLOE CO.
Materials Handling Equipment

7045 Empire Freeway **FL 7-7315**

DALLAS
4101 San Jacinto **JA 2-4647**

HOUSTON



How do your envelopes rate
as salesmen for you?



There are over a HUNDRED interesting ways to use envelopes more "sellingly." Call HESSE for full details without obligation.

NEW AND EXPANDING BUSINESS

Dallas Tank and Trinity Steel Announce Merger of Companies

Dallas Tank Company and Trinity Steel Company, both long established and highly regarded plate steel fabricating firms of Dallas, have been merged effective November 1, and will be known as Trinity Steel Company, Inc., with the Dallas Tank Custom Division handling refinery, chemical plants, gasoline plants and other plate steel fabrications built to customer's specifications.

Officials say the merger of the two companies was a natural outgrowth in that Dallas Tank Company, located in an area where expansion was impossible, desired to move its entire facilities to a larger property, and Trinity Steel Company, ever expanding its fabricating facilities, was acquiring equipment and additional trained personnel. Trinity has a large site consisting of 15 acres with ideal access to rail and highway and new modern buildings. Dallas Tank has equipment and experienced personnel. The combined facilities of the two companies will increase production, eliminate duplication of efforts and reduce cost, thereby providing the quantity and quality of products required by their customers.

C. J. Bender will serve as Chairman of the Board of Directors of the merged companies. W. Ray Wallace, president, will actively conduct the administrative duties, assisted by Ray L. Reedy, LPG division, and E. O. Haltom, Sr., custom division. The board of directors of the merged companies will consist of C. J. Bender, chairman of the board, Trinity Steel Co., Inc., Dallas; Jerome K. Crossman, vice chairman of board, investments, Dallas; W. Ray Wallace, president, Trinity Steel Co., Inc., Dallas; Charles A. Sammons, investments, Dallas; Eugene M. Locke, partner, Locke, Locke & Purnell, Dallas; Edward M. Hoffman, investments, Dallas; Thomas A. Rose, Jr., president, Bennett Printing Co., Dallas; James E. Grisham, vice-president, Republic National Bank, Dallas; S. B. Ballen, board member, Trinity Steel Co., Inc., Dallas.

Both plants will be operated for the present in order to produce the existing backlog on schedule. Eventually, after expansions in office and plant are completed, the entire production will be



BENDER

WALLACE

moved to the present administrative offices of Trinity Steel Company, Inc., 4001 Irving Boulevard, Dallas, Texas.

*

► Strickland Transportation Company is in the process of renewing its city equipment in pick-up and delivery service. The firm also has purchased and added to its over-the-road fleet of equipment 112 International Harvester Tractor Units, 43 International Straight City Units and 50 Trailmobile 40-foot all-aluminum tandem trailers.

*

► Southwestern Paper Company has started construction on a 40,000-square-foot warehouse and office building at 9029 Directors Row in Brook Hollow Industrial District. The brick structure will provide 3,000 square feet of air-conditioned office space, three truck loading doors opening on a paved, off-street turning apron, and three freight doors opening on a Rock Island industrial spur. Shaw, Metz and Dolio of Chicago are the architects for the new building, and Charles P. Freeman and A. P. Wiley, Jr. are the contractors. John L. Thomas is general manager and vice-president of Southwestern Paper, and Fred O. Poston is general sales manager.

*

► Kip's, one of Dallas' newest family restaurants, is now in operation at Inwood Road and Lemmon Avenue. Carter Minor and W. E. Richardson were the architects and interior designers for the restaurant.

**Kenneth isn't a
Kibitzer!**



**He just doesn't have
"Continuous Vision"**

When your vision is interrupted—when you're forced to adopt unnatural head positions in your effort to see clearly—you don't enjoy "continuous vision." If you'd like to see easily at all distances, see your doctor. His prescription for Continuous Vision Lenses will help you to see youthfully—and look youthful. Let us fill your prescription with the care that insures satisfaction. We offer a wide choice of attractive frames.

**"The Prescription House for the
Eye Physician"**

SYLVESTER'S
Dispensing Opticians

Phone RI 2-6968
301 Medical Arts Building Dallas



Interiors custom designed for beauty, comfort, and efficiency

MODEL OFFICES DISPLAYED



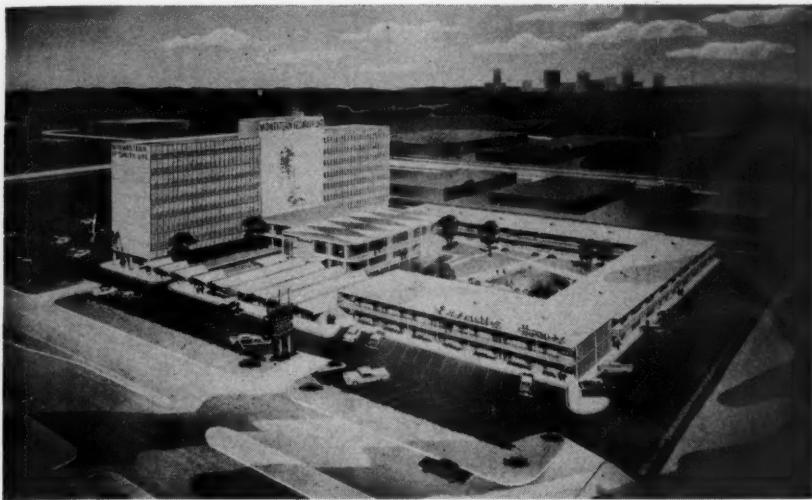
1708 N. Industrial RI 8-2174

UNITED FIDELITY
Life Insurance Company

DALLAS, TEXAS

CEDRIC BURGHER, Pres.

New and Expanding Business



A 25-YEAR LEASE has been signed by Walters Brothers Enterprises of Cincinnati for operating the \$2,000,000 Executive House Hotel at Love Field entrance.

Construction of New Hotel to Start in Spring. The two-story, 200-room Executive House Hotel, to be built by Midwestern Security Corporation, owners of the property located at the Love Field Terminal entrance, has been leased to Walters Brothers Enterprises of Cincinnati for a 25-year period.

Other buildings to be constructed and connected by walkways with the hotel include fashion shops, a two-story restaurant and meeting-room building, and an eight-story office building which will house Midwestern Security Corporation, and other firms interested in leasing in the Love Field area.

Additional acreage in the eight-acre plot is to be developed for future business sites.

The hotel will be U-shaped and of ceramic tile curtain-wall construction with outside covered walkways for each of the 200 rooms. Jack Corgan of Dallas is the architect.

*

► National Banner Company has purchased a 37,000 square foot plant and office building at 825 Trunk Avenue to provide additional production facilities for their Dallas-based operation. The move will represent the fourth expansion for the company in the last four years. Michael B. Goldfarb is president of National Banner. Purchase negotiations were handled by Tom Whitley of Watson & Watson, Realtors.



33 Consecutive Seasons AND STILL THE FINEST!

Spend this winter at the Vinoy Park — one of the few hotels in Florida to maintain the connoisseur's standard of fine foods and accommodations. Superb climate and the attractions of a lovely resort city. Our own golf, beach club, swimming pool, shuffleboard. Open December 20. For brochure write . . .

STERLING B. BOTTOME
Managing Director

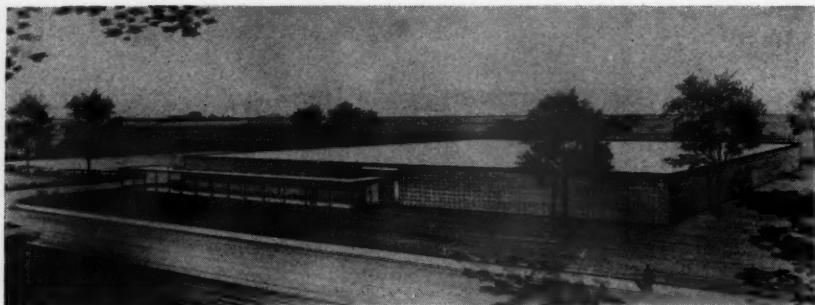
St. Petersburg, Florida



The *I* that looks out for *U*



New and Expanding Business-



Geotech Expands Into New Plant

The Geotechnical Corporation has moved into this new 40,000-square-foot plant located at 3401 Shiloh Road, Garland, just north of Dallas. The move enables Geotech to strengthen and expand its position in the field of research, design, and manufacture of electrochemical instrumentation. In addition to R & D work, the firm produces FM telemetering, recording, data reduction, and seismograph equipment for commercial and government applications.

► Crump Printing Company has moved to larger quarters at 2100 South Ervay Street. The firm, specializing in the manufacture and printing of "snap-out" and general business forms, has purchased a 24,000-square-foot masonry building to provide enlarged facilities to house their presses, equipment and growing operations. Negotiations for the purchase were conducted by Lawrence Miller, Jr. and Robert Beer, of Miller-Beer & Company.

► Paul Carrington, Hubert D. Johnson, Joe C. Stephens, Jr., Dan McElroy and James E. Coleman, Jr., have announced formation of the law firm of Carrington, Johnson & Stephens with Marvin S. Słomian, Jack Gray Johnson, Charles R. Cravens, Jr., Robert L. Blumenthal and Walter E. Barnett as associates.

The new firm opened its offices November 1 on the 17th floor of the Mercantile Bank Building.

► Texas Aluminum Company has announced a \$350,000 expansion program at its Rockwall plant, scheduled for completion by spring, 1959. The five-step expansion now being planned will include installation of a new 800-ton hydraulic extrusion press, an increase of 30% in the company's casting production capacity, the installation of anodizing facilities, the addition of a new 100-ton stretcher and detwister faculty, and the modernization of present 1700-ton and 2300-ton extrusion presses.

► The Special Products Division of The Stromberg-Carlson division of The General Dynamics Corporation has moved its Dallas offices, shop and warehouse into a one-story building at 2918 Blackburn Street, thereby doubling the space formerly occupied at 3202 Knox Street. Offices at the new location were extensively remodeled for Stromberg-Carlson by the owner of the building, Earl J. Bauer. Richard R. Brown handled the lease negotiations. D. W. Gipe, Jr. is Dallas manager for the Special Products Division.

► Lyne, Blanchette and Smith, attorneys, have added as partners two veteran attorneys in the Dallas area — Preston A. Weatherred and Joseph M. Shelton. Mr. Weatherred received his law degree from the University of Texas and has been a practicing attorney for 50 years. A veteran of many years of military service, he was Commanding General of the Eastern Army District during World War II. Mr. Shelton, who received his law degree from the State University of Iowa, has been associated with Mr. Weatherred in law practice in Dallas since 1954.

Rheem Completes Move to Dallas

The move of sales, service and distribution headquarters for the Southern Region of the Home Products Division of Rheem Manufacturing Company from Houston to Dallas has been completed.

Earl D. Beason, Rheem region sales manager for the new headquarters, stated in connection with the transfer: "We are making this move on the basis of careful study over several years, and we believe that we shall be able to establish new high levels of service to both wholesalers

New and Expanding Business—

and contractors of the plumbing and heating industry throughout this part of the United States."

He pointed out that plumbing and heating products for his territory were shipped from the Rheem Chicago plant, where the Home Products Division is headquartered.

The Chicago plant of the Rheem Products Division manufactures water heaters and furnaces and a new-revolutionary central air conditioning system. Shipments from Chicago to Dallas, via rail or truck, are expected to arrive at the



BEASON

new Rheem location at least a day earlier than in shipping to Houston. In addition, Mr. Beason said that Dallas is approximately in the geographical center of the southern territory of Rheem.

The new Rheem location in Dallas is 2130 Lofland Street, one-half a block north of Harry Hines Boulevard, across from the Medical Center, and ten minutes from Love Field. The structure is a modern brick, steel and concrete building with air conditioned offices. It has been taken over by Rheem on a term-lease agreement, handled by Howell H. Watson, Watson and Watson, Realtors.

Rheem has 17 plants in the United States and 19 plants in 13 countries abroad. Other than water heaters, furnaces and air conditioning, Rheem manufactures hydronic heating equipment, steel containers for industrial packaging, plumbing fixtures, major assemblies for aircraft engines, missile components, drone aircraft, ordnance, electronic equipment, automobile springs and bumpers, and both built-in and free-standing gas ranges.

DALLAS • NOVEMBER, 1958

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Lakeside 6-3827

Metallic Steel Buildings are Outstanding



Delta Steel Buildings Company works hand in hand with industry in design, engineering and planning of warehouses as they have recently for the nationally-known Georgia-Pacific Corp., whose new Metallic building is at 2430 Butler Street, Dallas. The two 80-ft. clear span building of re-inforced concrete tilt-slab construction comprises 30,000 sq. ft. The project also includes a loading dock alongside and a modernistic office building in front.

For your frameless, rigid frame or truss-type building, contact DELTA STEEL BUILDINGS COMPANY, Dallas.



Delta Steel Buildings Co.

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How Things Have Changed Since 1908

When Southland Life Insurance Company was founded back in 1908, there was very little interest in football. But with the introduction of the forward pass and other changes in the style of play... football has become one of the major sports of the nation.

Southland Life Insurance Company, too, has grown in public favor... to become one of the largest life insurance companies in the nation... with assets of over \$210,000,000 and over \$1,200,000,000 of insurance in force.

Meet the local Southland Life agent in your community... and let him tell you about the modern protection plans he has to make your future more secure.



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Serving Since 1908
Company

Home Office, Dallas

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ELECTROTYERS

SAM ROSS McELREATH CO.

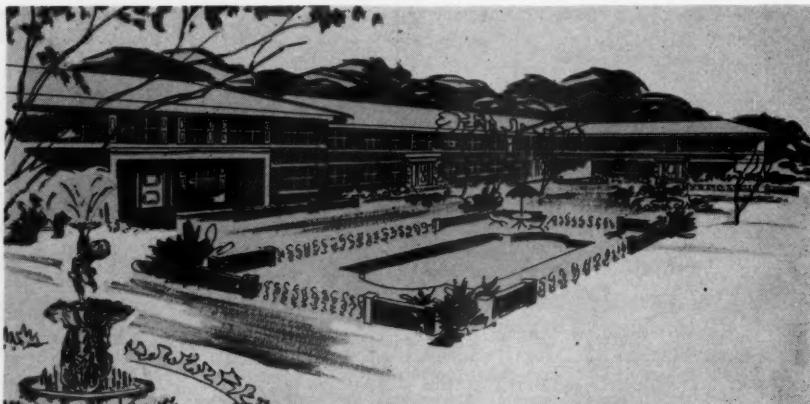
BUSINESS PROPERTY



1712 Commerce St. • Dallas • Phone RI 1-9171



New and Expanding Business



THE \$600,000 FONTAINEBLEAU at 6208-6240 Bandera Avenue in the Preston Center area is another luxury apartment building recently completed in Dallas.

Fontainebleau Apartment Building

Opened. This artist's view shows the now-completed Fontainebleau luxury-apartment at 6208-6240 Bandera Road in the Preston Center area.

The \$600,000 project features Georgian design in pink imported brick. Deep-toned wrought-iron pilasters frame covered porticos, and the forecourt features a classical French garden designed by Laszlo

Pahany of Singing Hills Garden Center.

All apartments are air-conditioned and fully carpeted. Each contains a large living room, dining room, two baths and an all-electric kitchen. Some plans include a television room.

Dallas Architect Allen Boyle designed Fontainebleau, and the builders were H. C. Silver, Sam H. Laughlin and S. R. Franck.



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In actions...in footwear...in book covers too, there's a time and a place for toughness. Heavy duty post binders, for example. In our 43 years of cover designing of all types, we've developed rugged construction covers which really do hold up under constant day-in, day-out use. These binders are custom-made of super heavy materials with the most recently designed mechanisms. As with every American Beauty cover, they're designed to do an outstanding job.

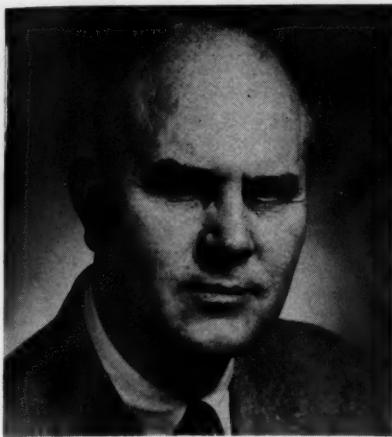
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New and Expanding Business—



BOX

Box Opens Employment Service. Steven A. Box, who has been with *The Dallas Times Herald* and KRLD-TV promotion department for the past several years, has opened an employment service in Dallas, specializing exclusively in advertising personnel. Mr. Box, a graduate of the American Academy of Art, is a veteran advertising man with a background of over 25 years' experience in this field. Offices for his new firm are in the Kirby Building.

*

► Donahue Sales Corporation, national distributors of packaged Talon zippers, has begun construction on a 22,500-square-foot warehouse in Brook Hollow Industrial District. The building, located at 8816 Directors Row, will have 7,500 square feet of air-conditioned working area with the remaining area for storage. Four truck doors will open on a paved off-street turning apron, and a parking area to serve 40 cars will be provided. Charles P. Freeman is the builder, and Bill Campbell and Bob Lynn of Campbell and Campbell, Realtors, handled real estate negotiations. Jack Toyer is warehouse manager for Donahue.

*

► A new law firm, Johnson, Bromberg, Leeds & Riggs, has been established by Wiley Johnson, H. L. Bromberg Jr., W. L. Leeds, Arthur J. Riggs, Edward L. Wilson, George Slover, Jr., Larry Taylor Jr., and Otis B. Gary, partners. Associates are Robert B. Bowles Jr., Ernest E. Specks, William D. Powell, Jr. and J. Richard Gowan.

The new firm will occupy the nineteenth floor of the Mercantile Bank Building.



A. Devaney

HOW TO MAKE A BRAND (NAME) STAY WHERE YOU PUT IT

We don't know a thing about branding calves, but we've had lots of experience producing good advertising literature. Carefully prepared, well-printed and properly timed advertising literature will aid in winning acceptance for your brand name, and help put your products and services where you want them.



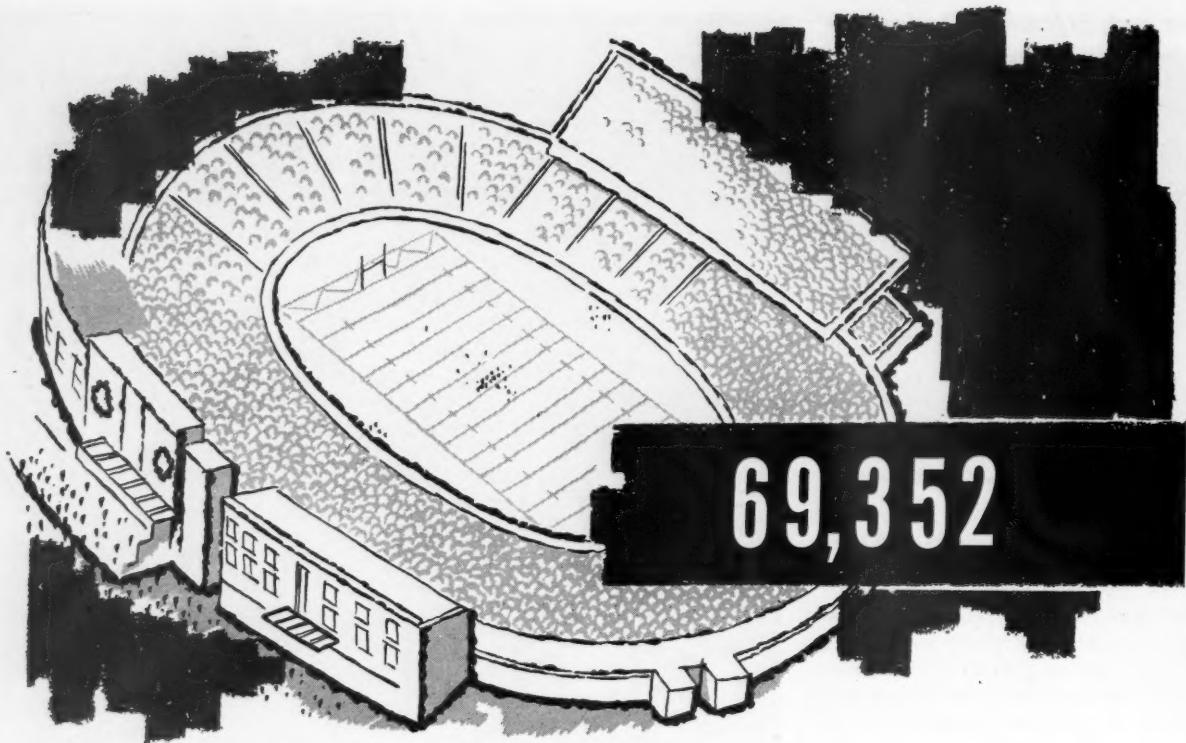
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Make sure of eye care, good light and
regular checkup by the Eye Doctor.

Bring Your Prescription to Us
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D. MARTIN THOMAS



... Almost enough to fill the Cotton Bowl

That's the number of injured workmen who received medical aid and compensation benefits from Texas Employers' in 1957.

Of course, the thousands who were *not* injured because of the intense safety efforts of TEIA and its policyholders would fill many Cotton Bowls.

But when accidents do occur, it's doubly gratifying to know that your insurance carrier has trained and experienced men in 25 Texas offices who have the desire to handle your claims fairly and promptly.

This service is one of the principal reasons why TEIA writes more workmen's compensation insurance in Texas than any other *five* companies combined. Why not put this service to work for you? Call your nearest Texas Employers' office today.

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LONGVIEW • LUBBOCK
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ARTHUR • SAN ANGELO • SAN
ANTONIO • SHERMAN • TYLER
WACO • WICHITA FALLS

New and Expanding Business



Natkin and Company Moves

The Dallas office of Natkin & Company, mechanical contractors, have recently moved into this 7,500 square foot building at 2676 Brenner Drive, Highland Industrial area. J. W. Williams was Contractor. The Company is celebrating its 50th anniversary this year.

► Marschalk & Pratt Division of McCann-Erickson, Inc., Dallas advertising agency, has announced the formation of a new creative group headed by Robert O. Parker and Harold R. Shillito, who recently joined the firm. Mr. Parker, who attended the American Academy of Art, has been with the Ruthrauff & Ryan, Inc. agency for eight years, working in Chicago and Dallas. Mr. Shillito moves to his new Dallas position from The Biddle Company, a Bloomington, Illinois,

agency, where he served as a senior copywriter and account group creative manager.

► Jennite Service Company, a new company for Dallas, has been opened with a temporary office at 4-B Exchange Bank Building, to serve as distributor contractor for Maintenance, Inc., producer of sealcoat material for asphalt parking lots and driveways. Roger Rummel is distributor.

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DALLAS, TEXAS



AVIATION



AMERICAN AIRLINES' Boeing-707 Jet Flagship gave Dallas a preview of the passenger jet age which begins early next year.

Dallas Gets Taste of Next Year's Jet Transportation

The arrival of the jet age for both Dallas and the United States became a reality this month when American Airlines' first 707 Jet Flagship let down on Dallas Love Field's 7,750-foot runway.

Currently on an extensive training mission, the huge (144½ feet) passenger jet heralds the country's first daily, nonstop, service which will begin in January with

flights between New York and Los Angeles. Flights between Dallas and New York will begin in April.

Manufactured by Boeing Airplane Company, American's 707 will fly as many as 112 passengers on each flight (56 first class; 56 coach) and has a cargo capacity of 1670 cubic feet.

Cruising speed is quoted at 585 mph,

and the ship's maiden run from San Francisco, California, to Dallas took exactly three hours, give or take a minute, which beat the piston-powered air time between the two points by a full hour and 45 minutes.

About 1,500 Dallas aviation enthusiasts welcomed the new jet lines at Dallas Love Field November 10. Officials on

IT'S APPRECIATED... Appreciated because every man with discriminating taste is anxious to build his hat wardrobe. What better addition to it than a handsome Resistol with its exclusive "Self-Conforming" construction?

And a Resistol Gift Certificate is doubly appreciated because the recipient will receive the most complete hat

service by D'Elena experts in selecting the style and colors he most prefers.

IT'S EASY... Strange that one of the most appreciated gifts would be one of the easiest to purchase. The Resistol Gift

Certificate and Miniature tell the complete story on Christmas day. At the recipient's convenience, he makes his selection at D'Elena Resistol Hats.

GIVE A RESISTOL FOR CHRISTMAS

DO YOUR CHRISTMAS SHOPPING TODAY WITHOUT LEAVING YOUR DESK. Give us your Christmas gift list . . . and the amounts you wish to spend . . . Resistol Hats from 10.95 to 100.00. We will send the Resistol Gift Certificates and Miniatures for you. Call George D'Elena personally . . . RI 2-7007.



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D'Elena
RESISTOL HATS

SPECIALIST IN THE PROFESSIONAL
OF MEN'S HEADWEAR

Aviation

hand included: Mayor R. L. Thorton, City Councilman W. C. Miller, chairman of the city Aviation Committee; City Manager Elgin Crull; Erik Jonsson, Dallas Chamber of Commerce president; H. L. Nichols, chairman of the Chamber's aviation committee, and Andrew DeShong, assistant Chamber manager and aviation director.



ERIK JONSSON, right, president of the Dallas Chamber of Commerce, talks over the jet age with Brad S. Gibson, District Sales Manager for American Airlines.

*

New Facilities Slated for Addison Airport. Two major companies—Brown Aero Corporation and the Airpark Company—have signed contracts for the construction of permanent facilities on Addison Airport.

Brown Aero, headed by John S. Brown of Dallas, will construct a 9,600-square-foot hangar and 1,500 square feet of office space. The firm distributes the Aero Commander for North, East and West Texas. Bill White is vice-president of the organization.

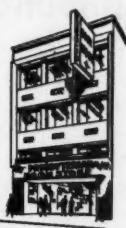
The Airpark Company, a hangar storage firm headed by Thomas G. Leachman, Jr. of Dallas, has started construction on a 16,000-square-foot hangar and office space to be used as storage for multi-engine airplanes, including DC-3's.

William T. Overton is president of Addison-Airport, which has just completed a full year of operation at Inwood Road and Belt Line Road.



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PAY YOUR INSURANCE BY THE MONTH

Complete

ELECTRONIC COMMUNICATIONS

Service for

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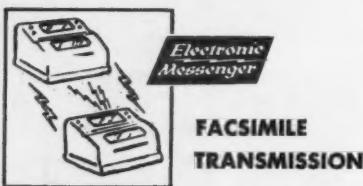
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BANKING

Two Banks Announce Capital, Surplus Increase

Dallas' two largest banks have both announced increases in capital and surplus, further strengthening the city's lead as a financial capital of the Southwest. The First National Bank increased capital and surplus to \$60,000,000, and the Republic National Bank will increase capital and surplus to \$100,000,000. These two banks each have capital and surplus in excess of that of any other bank in a 41-state area and the District of Columbia.

Stockholders of the First National Bank will act December 2nd on a proposed \$8.9 million increase in the bank's capital and surplus, which will bring the total to \$60 million, divided, \$26 million capital and \$34 million surplus.

The increase would be effective by the sale at \$27 per share of \$290,000 new shares of First National common stock of \$10 par value each. This will yield \$7,830,000, of which amount \$2.9 million would be added to capital and the remainder of \$4,930,000 would be put in surplus. In addition \$1,070,000 would be transferred from undivided profits into surplus. Thus present capital stock of \$23,100,000 would be increased to \$26 million and present surplus of \$28 million would be raised to \$34 million.

With the proposed enlarged capitalization in effect, First National Bank would also have, besides the \$60 million in capital and surplus, approximately \$6 million in undivided profits and about \$8 million in reserve for contingencies, making a total capital account of approximately \$74 million.

The proposed capitalization increase would be the Bank's seventh since 1950 when the capital structure totaled only \$15 million.

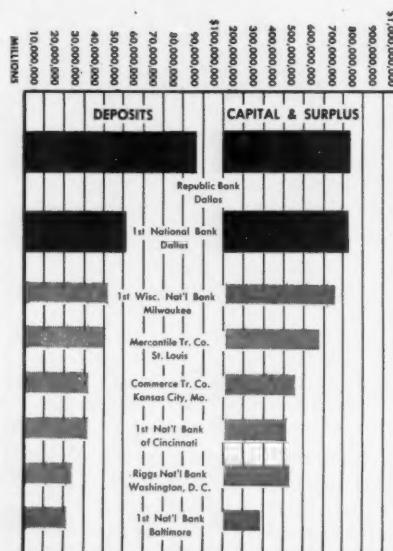
Ben H. Wooten, president of the 83-year-old bank, said, "The proposed expansion in capitalization is in line with the desire of the bank to keep pace with the continuing growth of the economy of the Southwest, and of the nation as a whole."

Republic National Bank shareholders have approved measures which will increase capital and surplus of that bank by \$13 million to \$100 million total. They also approved plans to issue a 3% stock dividend totaling 89,428 shares to present stockholders and to offer for sale to stockholders on the basis of 1 share for each 35 currently held, an additional 85,170 new shares of the bank's stock at a price of \$60 per share.

Under the plan, \$7,110,200 of new capital funds will be paid into the bank. An additional \$5,889,800 will be transferred from the undivided profits account, giving a total of \$13 million in funds allocated to increase capitalization. Issuance of new shares of stock to be sold, together with the stock dividend, will make 3,155,548 shares outstanding, and the new capital stock will amount to \$37,866,576. Surplus was increased from \$51,228,600 to \$62,133,424, making total capital and surplus 100 million.

This increase makes the Republic Bank bigger than the two largest banks combined in St. Louis, Kansas City, Houston or New Orleans — in fact, any place south of a line drawn from Los Angeles to Pittsburgh. It also raises the Republic to the rank of 18th largest bank in the nation in terms of capital and surplus. The Republic Bank becomes the 3rd largest bank in the nation operating without branch banking, being surpassed only by two Chicago banks.

Increasing its capitalization will make it possible for the Republic Bank to loan any one borrower up to \$10 million. The legal loan limit to a single borrower had been \$8.7 million.



IN TERMS of deposits, resources and capital and surplus, Dallas has two different banks, either one of which is larger than any single bank in the following major league baseball cities: Milwaukee, St. Louis, Baltimore, Kansas City, Cincinnati and Washington.



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INC.

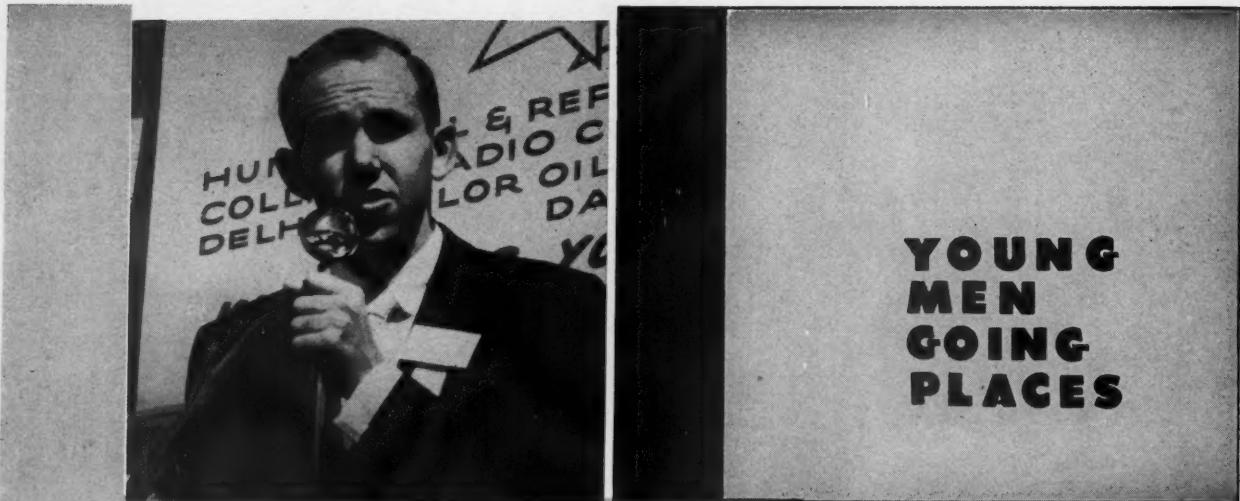
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FRESH-DAILY DELIVERY of our own special blend is *just one* of the many careful quality controls that make coffee by COFFEE TIME, INC., the best cup of coffee you can serve — in your office, plant or for special events.



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A Complete Hot Coffee Service
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William T. Overton

YOUNG MEN GOING PLACES

by Elery Owens

A scant 13 miles from downtown Dallas lies Addison Airport—a mere baby in terms of age.

Yet, it's already a giant in concept, and in the role it occupies in the burgeoning age of air transportation.

Addison is the nation's largest privately owned and operated airport, exclusively geared to meet the needs of the businessman-flier, an increasingly important personage on the U.S. economic scene.

It's the brainchild of a young Dallas businessman—30-year-old William T. Overton. His were the basic idea and the driving force behind it, but the need was pointed up by something quite different.

It goes back to the day more than four years ago, when Bill Overton had to go to East Texas on a business trip. Mrs. Overton was ill, making it necessary for him to return to Dallas the same day.

Flying made it possible for him to do both. That one-day, round trip also impressed Bill Overton with the fact that flying can be an important aid for the businessman to whom time is short and precious.

As a result, he began checking—and found a definite need of facilities designed primarily for executive or business flying.

"I'm not a pleasure flier," says Bill, "not a weekend flier. My main interest is in getting from one place to another as quickly as possible."

So it was that the idea for Addison Airport was born.

"What we are trying to do," says Bill, "is offer the businessman-pilot convenience—save him time. We want to give him all the facilities he needs—in one location."

It's the only private airport anywhere that has TVOR Omni—an omni-directional radio range that permits planes to make instrument approaches to Addison under control of the Love Field tower.

Young though it is, Addison is a busy place. It now has more than 5,400 landings a month; its service facilities will sell more than 750,000 gallons of gasoline this year and 138 planes are now based at the field. A \$70,000 Terminal Building and 60-seat restaurant serve customers, and the airport provides employment for more than 200 persons.

All this is the culmination of the idea born that day Bill Overton had to get to East Texas and back—in a hurry.

But it's also the result of a great deal of work, planning and expenditure by him and his associates.

The Addison Airport Corporation, of which he is president, was originally formed by Bill and John Murchison. They sold the concept to other young businessmen. The directors are all under 40—and are all fliers.

In the flying line, Bill, himself was recently elected to the board of directors of the Businessmen's Flying Association of Dallas.

Professionally, he wears many hats: President of the W. W. Overton Company, the Dallas Downtown Investment Company, Addison, officer and director of the Overton Real Estate Company, a junior director of Texas Bank and Trust Company, and officer and director of Dal-Tex Aviation, Inc.

Very active in civic affairs, Bill is a member of the Tower Scholarship Foundation, and has been a leader in such recent campaigns as the Hockaday Building Campaign, Baylor University building campaign, and St. Paul's Hospital drive.

With all these activities, hard-working Bill still manages to pour concentration into his current love, Addison Airport and the part it can play in Dallas' future.

Dallas has always prided itself on being an air-minded city. As a merchandising and financial center, air transportation has been a major factor in its development in recent years. Addison Airport, Bill feels, will lend even more impetus to that growth.

A member of a prominent business and banking family, Bill Overton has, in this venture, helped provide a major assist in that direction.

As it stands now, Addison Airport is an asset to Dallas. But more than that, it's an indication of Bill Overton's foresight and initiative—and the leadership he can be expected to provide in the years to come.

comfortable, clean,
 Crystal clear reasons for installing
 **WEATHERTRON**
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October 28, 1957

Mr. S.E. Griffin
 Texas Distributors
 3914 Live Oak Street
 Dallas, Texas.

Dear Mr. Griffin:

Your installation of Air Conditioning and Heating equipment in my new store has been highly satisfactory.

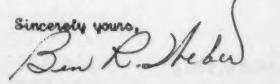
This modern equipment is most efficient and very quiet, and is most comfortable for customers and personnel.

I have this same type equipment in my home, and my family and guests have enjoyed the year round comfort it has afforded us.

Your personnel and Service Department are a pleasure, always prompt, courteous, and highly efficient.

All in all, I am most satisfied as a customer of Texas Distributors and G.E. equipment, and I thank you sincerely for your splendid installation, cooperation, and service.

Sincerely yours,


 Ben R. Weber.



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CLUBS and ASSOCIATIONS



RENFRO

Renfro Heads Engineers Club. H. B. Renfro, of H. B. Renfro & Company, has been chosen president of the Engineers Club of Dallas for the 1958-59 club year.

Other officers elected were W. C. Smel-lage, vice-president; T. H. Anspacher, secretary; and R. D. Hargrave, treasurer.

Elected to the board of directors were E. E. Hurt, C. S. Constant, W. L. Powell and Glenn Stearns.

The Engineers Club is composed of more than 750 professional men in engineering, architecture, petroleum work and other related professions.

Pattist Heads Motion Picture and TV Group. The Dallas-Fort Worth Section of the Society of Motion Picture and Television Engineers has named Erwin J. Pattist, quality control engineer, Eastman Kodak Company, Dallas, chairman for 1959.

Potter Named Officer in Gas Association. Lester T. Potter, president of Lone Star Gas Company, Dallas, has been elected second vice-president of the American Gas Association.

Mr. Potter joined Lone Star Gas in 1928 following graduation from Texas A & M College where he received his mechanical engineering degree. He is a Dallas Chamber of Commerce vice-president.

Dallas Rector Named Fellowship Secretary. The Reverend Edward E. Tate, Rector, Church of the Incarnation, was elected secretary of the Episcopal Evangelical Fellowship at the annual meeting held during the recent General Convention of the Protestant Episcopal Church at Miami Beach, Florida.

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Clubs and Associations



STEERE

Steere Named to Head Finance Conference. David D. Steere, chairman of the board of Republic Insurance Company and Allied Finance Company, has been elected president of the American Finance Conference.

The Conference is an association of leading finance companies throughout the United States and functions to disseminate news to the industry as well as to create a better understanding of credit's role in the national economy.

Mr. Steere is immediate past president and director of the Texas Consumer Finance Association.



GAYNIER

Builders Name Bill Gaynier. The Home Builders Association of Dallas County has elected Bill Gaynier president for 1959. Mr. Gaynier formerly was first vice-president.

Other new officers are Leland Lee, Jr., vice-president; George M. Underwood, treasurer, and James W. Smith, secretary.

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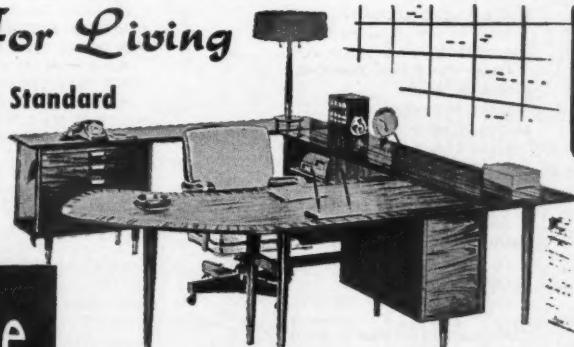
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Experience



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DALLAS
in 1958

Dallas Pioneers



Established

1857 Sanger Bros.
in Texas

Opened Dallas Store in 1872

1869 The Schoellkopf
Company
Manufacturers and
Wholesale Distributors

1872 Huey & Philip
Company
Wholesale Hardware, Hotel and
Restaurant Supplies & Equipment

1875 Dallas Transfer &
Term. Whse. Co.
Warehousing, Transportation,
and Distribution

1876 Trezvant &
Cochran
Insurance Managers

1875 First National
Bank in Dallas
Banking

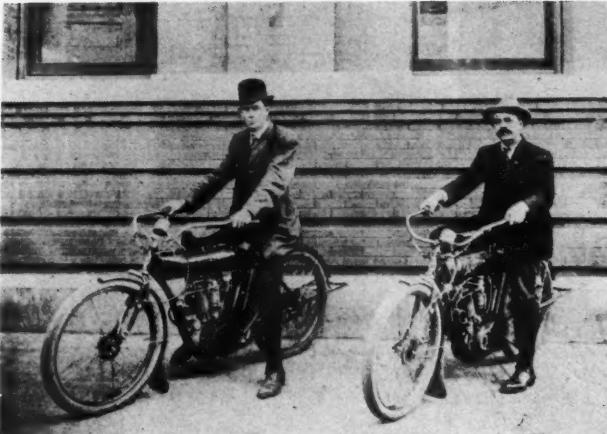
1879 Texlite, Inc.
Manufacturers of Porcelain Enamel
and Plastic Products for the
Sign and Building Industries

1889 J. W. Lindsley
& Company
Real Estate and Insurance

1890 William S.
Henson, Inc.
Advertising Printing

1893 Oriental Laundry
and Cleaners
Finer Laundering, Cleaning,
and Fur Storage

1897 Anderson
Furniture Co.
Dallas' Oldest Furniture Store



Established

1898 Praetorian Mutual
Life Ins. Co.
(Formerly The Praetorian)

1902 Cullum &
Boren
Red Fox Athletic Uniforms
Wholesale and Retail Sporting Goods

1902 Hunter-Hayes
Elevator Co.
Passenger, Freight and Home
Elevators

1903 Republic Insurance
Company
Writing Fire, Tornado, Allied Lines,
Inland Marine, and Automobile
Insurance

1903 First Texas Chemical
Mfg. Company
Pharmaceutical Manufacturers

1904 Burton & Wilkin
Over 100 Kinds of Insurance Sold

1906 Hesse Envelope
Company
Manufacturers of Envelopes
and File Folders

1905 Rubenstein &
Sons, Inc.
Gulf Princess, Ready To Fry
Breaded Shrimp
Lady Rite Shelled Pecans

1910 Moser Co.
Realtors
Industrial and Commercial
Leases and Sales

1911 Graham-Brown
Shoe Company
Manufacturing
Wholesalers

1914 Texas Employers
Insurance Ass'n.
Workmen's Compensation
Insurance

SARTORIAL elegance was the hallmark of these Dallas gas service men of a half-century ago depicted above. Gas service first came to Dallas in 1873 and the Dallas Gas Company was incorporated in 1905. That same year, A. Rubenstein came to Dallas direct from Russia and began operations as a pack peddler to lay the foundations of a Dallas industry that today has reached international proportions. He later expanded to horse and wagon operations in North Texas, exchanging goods for produce, and located his first produce house at 124-126 Patterson. In 1910, the first natural gas was piped into Dallas and in 1912 Rubenstein moved to 1507 Camp Street and added another building in 1918. A Rubenstein died in 1932 and Sidney Rubenstein took over the business. In 1938 the Rubenstein Produce Co. moved to the market section at 2106 Canton and in 1943 moved to its present location at Swiss, Hall and Skiles. In 1944 the firm expanded into pecan and shrimp processing and discontinued its poultry and egg business in 1954. Now in its fifty-third year, Rubenstein & Sons, Inc. has just established two large processing plants in the Argentine. Their Shrimp processing plant is located at Rawson, Patagonia, a thousand miles below Buenos Aires. Their plant for processing Sea Trout filets is at Mar Del Plata. The Argentine Shrimp will be marketed nationally under "Gauchito" Brand and the Sea Trout Filets under "Ocean Pride" Brand. The firm is also one of the largest buyers of pecans in the entire South and their processed pecans are sold nationally to manufacturers and institutional buyers under "Lady Rita" Brand.

Business Confidence Built on Years of Service

Old firms like old friends demonstrate their worth by dependable service through long periods of prosperity and adversity. The Dallas business pioneers listed on this page have progressed with the city they have helped to build. Their long and successful operations point up to the economic power and stability of the community. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.

NEWS SPOTLIGHT



CALLAS

Dallas Lauds Callas and Opera

The Dallas Civic Opera Company rode into national headlines and magazines during the November visit of Maria Callas. Undaunted by her abrupt dismissal from the Metropolitan Opera Company, Mme. Callas treated her Dallas audiences to two stirring performances of "Medea" and left them begging for more.

Already in the wind are possibilities for more, much more: tours perhaps to other cities and firm support by the soprano for the 1959-1960 season.

Officials of the Opera Company, delighted with recent developments, have stated:

"Mme. Callas' willingness to be a part of our Dallas expansion, combined with the primary purpose of the company—to produce opera at its best for Dallas and the entire world—gives the company further incentive to maintain the artistic excellence which has been the basis of its organization and production."

*

Boss Chosen Health Museum President. Harold F. Boss, vice-president of Universal Life and Accident Insurance Company, has been elected president of the Dallas Health and Science Museum.

The museum, whose purpose is to provide quick and dependable information about health and science, occupies one of the permanent buildings in Fair Park. One of its informative exhibits is the famous "Transparent Man."

Junior Achievers Compete for Cash Awards.

This year Junior Achievers in Dallas County will compete for cash awards and trips totaling \$1,200.

Dallas Sales Executive Club has been backing the Junior Achievement program for five years by holding monthly sales contests, the best Dallas Salesman Contest and numerous sales clinics for the teenage members of J. A. Marvin L. Brown, Jr., is coordinating the Club's Junior Achievement activities this year.

Junior Achievement is a national economic organization giving teenagers an opportunity to learn how our American free enterprise system works. Teenagers actually run their own businesses.



CONFERRING on Southern Methodist University's future are Dr. Hastings Harrison, left, and Dr. Willis M. Tate, SMU President.

Dr. Harrison Named SMU Consultant. Dr. Hastings Harrison, senior vice president and Southwestern director of the National Conference of Christians and Jews, will join the administrative staff of Southern Methodist University as Senior Consultant to the President, Dr. Willis M. Tate. Dr. Harrison will undertake his new position in January.

Dr. Harrison is a native of Leonard, Texas, and after education in Waxahachie public schools and at Trinity University, he began his professional life as a school-teacher in Dawson, Texas. He became a YMCA general secretary in 1917 and, following two years in the A.E.F., continued with the YMCA until he entered the ranks of the National Conference of Christians and Jews in 1939, heading the Conference's Southwestern offices in Dallas. Trinity University awarded him an honorary degree of Doctor of Literature in 1935.

"I regard as one of the highest honors of my life," Harrison said, "the invitation to serve as Senior Consultant to the President of Southern Methodist University. Because of the great opportunities for service it provides and because I shall be able to continue to live in Dallas I have accepted the invitation."

Community Chest Goes Over the Top

An eleventh hour surge of contributions squeezed the Dallas County Community Chest over its \$2,725,673 goal by the margin of \$1,278.

Six of the seven campaign divisions went over their quotas. The report by divisions:

Big gifts division, Fred Florence, co-chairman, \$852,926, 100 per cent of quota; special gifts, R. L. Thornton, Jr., \$651,103, 100 per cent; women, Mrs. Jerome K. Crossman, \$98,800, 102 per cent; industrial, Frank H. Heller, \$891,753, 99 per cent; commercial, Carl Flaxman, \$127,453, 100 per cent; county towns, Marvin D. Love, \$30,626, 120 per cent; branch house, Charles E. Watson, \$74,290, 100 per cent.

The funds will provide operating budgets for 37 health, welfare and youth agencies in 110 service centers during 1959.



EVANS

Wholesalers Hear Evans, Name Directors. Charles T. Evans, retiring Vice President of the Arkansas Power and Light Company, was principal speaker at the annual meeting of the Dallas Manufacturers and Wholesalers Association this month.

Named directors at the meeting were: Robert H. Norris, Raymond F. Hall, Charles E. Watson, George A. Giese, and Elmer A. Abrams.

News Spotlight



KERR

Kerr Named New 49th Commander. Governor Price Daniel has named Brigadier General Clayton P. Kerr of Dallas as new commander of the 49th Armored Division, Texas National Guard.

The 58-year-old General Kerr also was promoted to major general.

The new commander has been an active citizen-soldier since October, 1918, when he enlisted as a private in the 6th Texas Cavalry. He was appointed brigadier general in the Texas National Guard in 1946.

In civilian life, General Kerr is a home builder and contractor.

*

Traders Insurance Observes 30th Anniversary. Traders & General Insurance Company, whose home office is at 115 South Field Street, Dallas, observed its 30th anniversary on October 22.

Principal founders of the company were Temple H. Morrow and Edward C. Hilman. Mr. Morrow, a grandson of General Sam Houston, was the first president. He occupied this position from 1928 to 1942 and is still an active member of the board of directors. Mr. Hilman a dominant factor in the organization and a top executive from the beginning, served as the second president from 1942 until his death in 1956.

The present operating area of the company comprises the States of Arkansas, Colorado, Kansas, Louisiana, Mississippi, Missouri, New Mexico, Oklahoma, Texas and Utah.

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all the envelopes so
we only make the

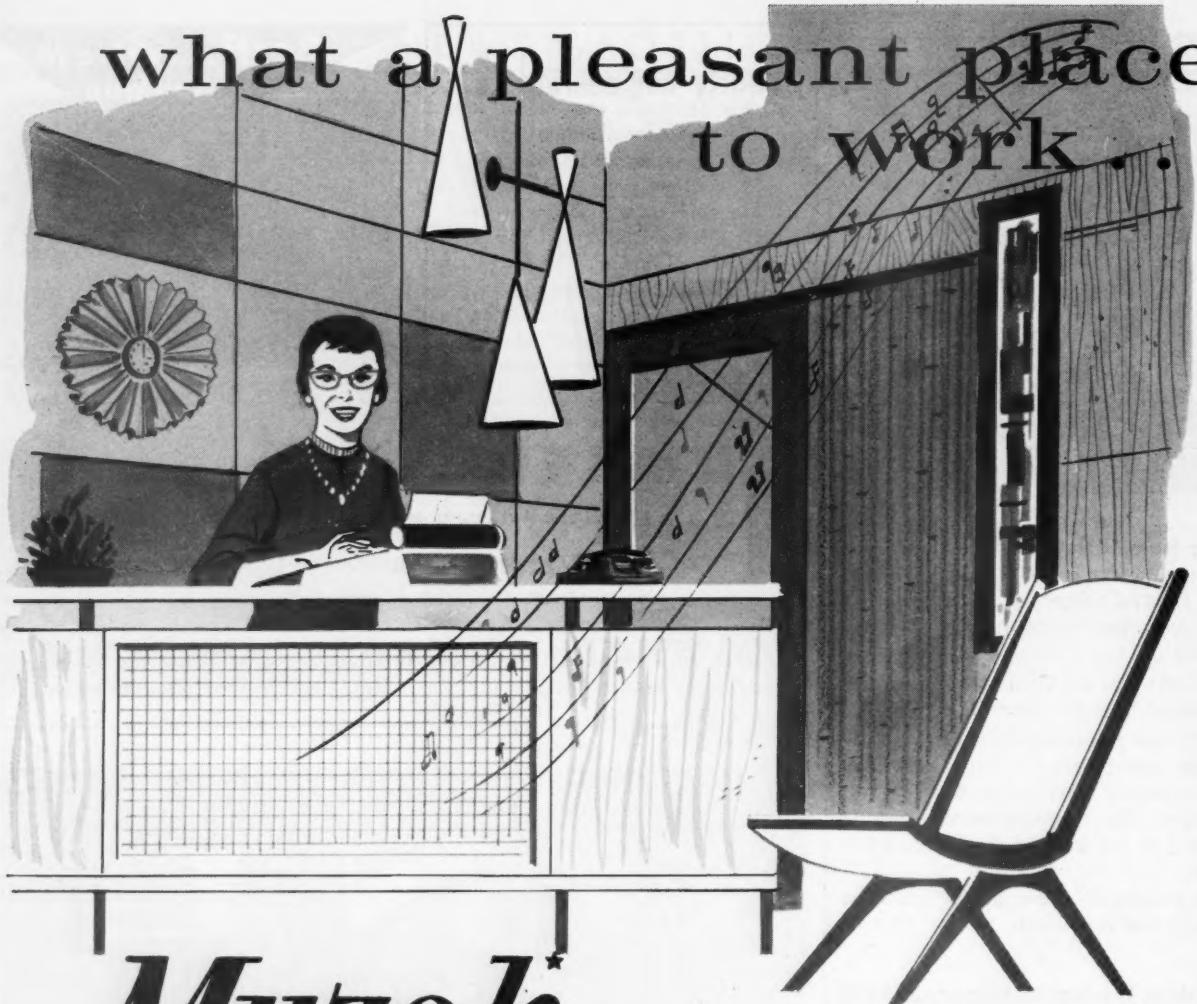
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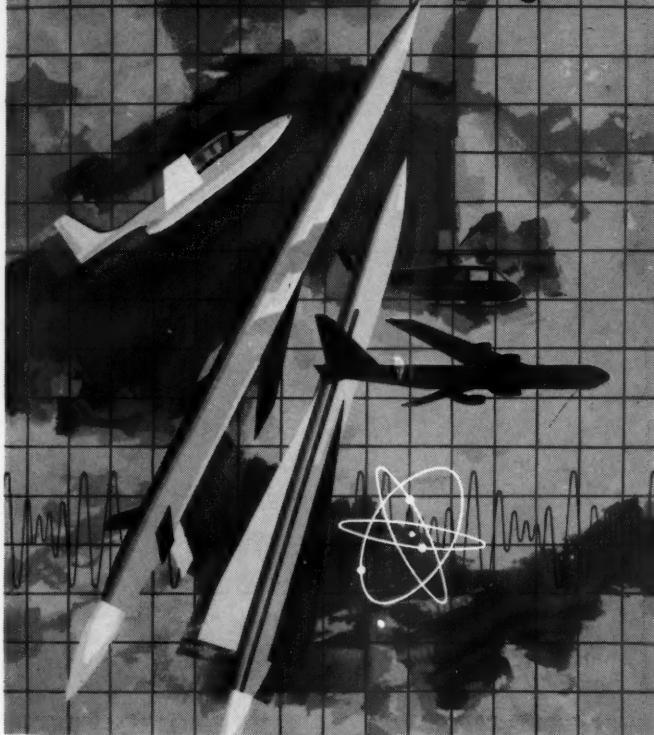
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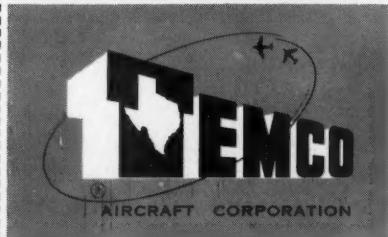
Nine Months Ended September 30

TEMCO HIGHLIGHTS

1958 1957

Net Sales and Other Income	\$89,606,658	\$89,738,740
Deduct:		
Cost of Sales	\$81,156,884	\$80,561,973
Research and development costs	2,699,358	3,724,930
Provision for Federal taxes on income	2,120,768	1,873,569
General and administrative expenses	1,287,637	1,155,320
Interest	501,099	682,923
TOTAL	\$87,765,746	\$87,998,715
NET INCOME	\$ 1,840,912	\$ 1,740,025

Write for your copy of
Temco's 1958 Nine Months'
Report. Also available, on
request . . . Temco's 1957
Annual Report. Write
Department DM-3



GROWING STEADILY.. BY PLAN WITH TODAY'S SPACE AGE

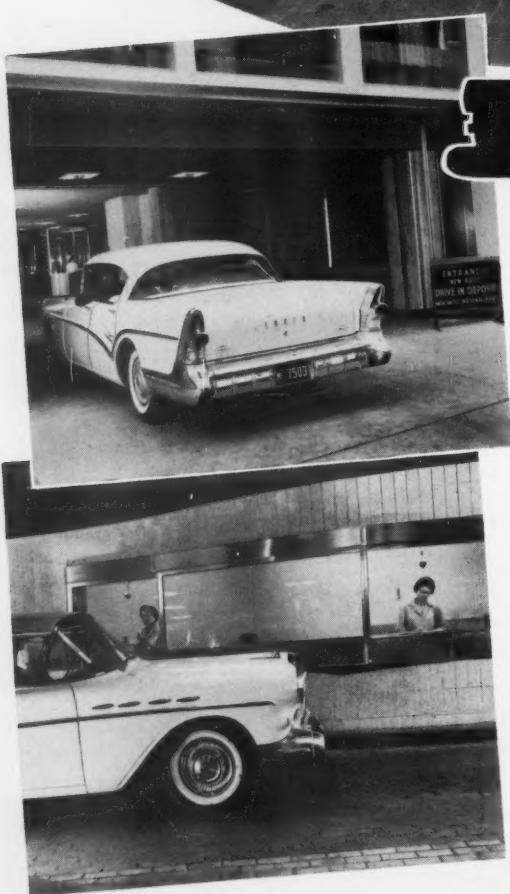
Products mix . . . a broad diversification of research, development and production . . . is the key to Temco's continuing progress. For Temco is keyed to the needs of today's complex and rapidly changing space age. It's an age where airframe poundage is decreasing while demands from electronic and missile fields are increasing . . . where an enlarging emphasis is being placed on whole systems of weapons. All of which is changing not only the type of equipment supplied by the contractor, but the way his business is managed.

At mid-year, Temco's net income was up over mid-year, 1957. Now, for the three-quarters ended September 30, 1958 . . . Temco's net earnings are up again. A healthy increase of 6% is shown . . . from \$1,740,000 to \$1,841,000 . . . over the same period of 1957. Earnings per share were \$1.08 for the nine months, as against \$1.02 for last year's comparable period.

Temco is growing steadily . . . by plan . . . as a source of prime weapons systems and components and as the nation's most efficient sub-contractor and overhaul organization. Temco's weapons systems organization has met the demands of the new "team" concept in procurement, with Temco as manager of the "Corvus" system and a member of the team on other many-faceted weapons systems.

Thus Temco is pressing forward in developing its own prime products as it broadens its position as a major sub-contractor to the defense industry. Temco is, in fact, one of America's promising growth companies . . . with the aggressiveness, capabilities, experience and facilities to expand with our own expanding world.

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Mercantile National Bank
Dallas, Texas

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